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Pleasure Travel Market to North America

VENEZUELA

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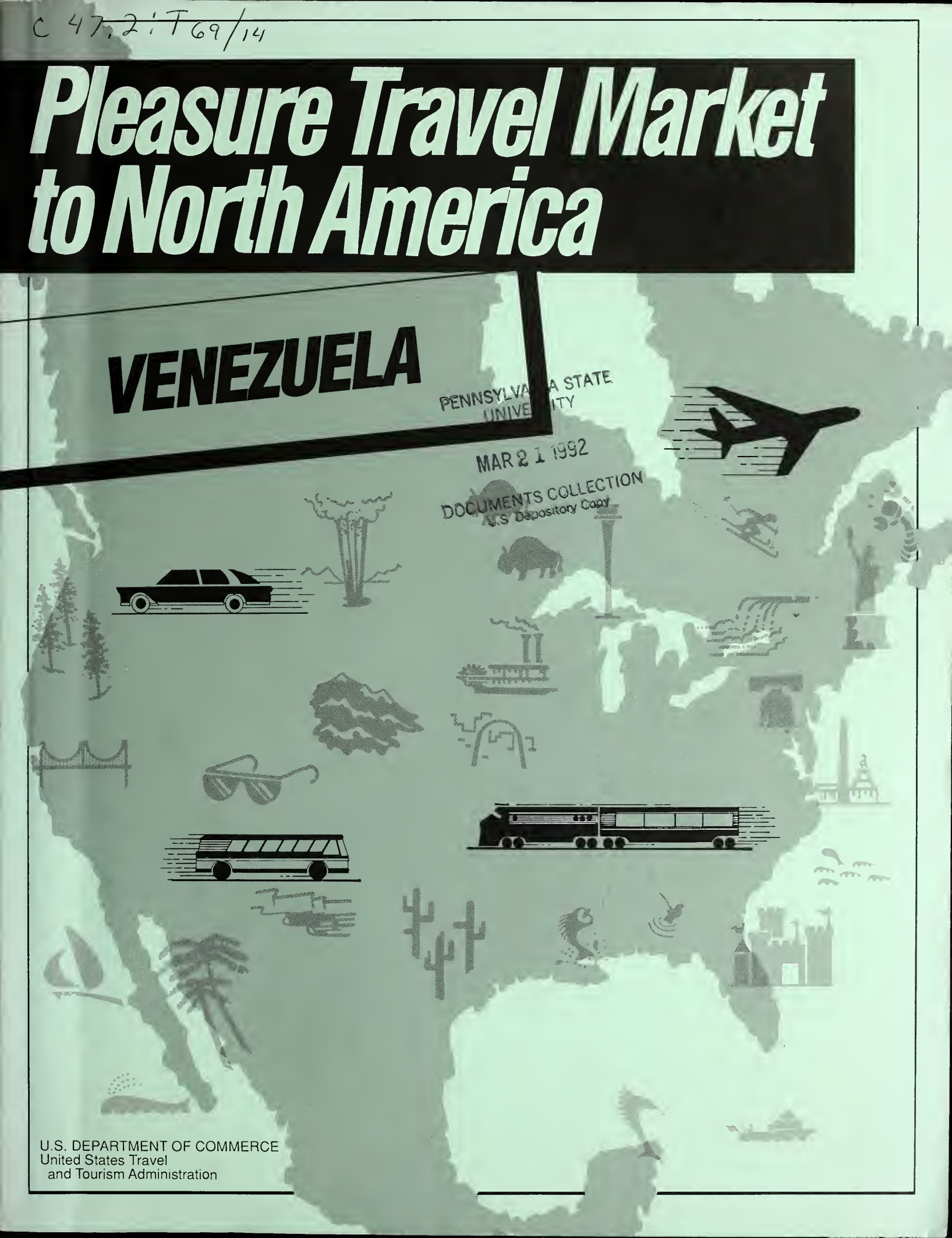

U.S. DEPARTMENT OF COMMERCE
United States Travel
and Tourism Administration

PLEASURE TRAVEL MARKETS TO NORTH AMERICA:

VENEZUELA

Prepared for:

UNITED STATES TRAVEL AND TOURISM ADMINISTRATION

TOURISM CANADA

By:

MARKET FACTS OF CANADA LIMITED

June 1991

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INTRODUCTION

FOREWORD

In 1986 the U.S. Travel and Tourism Administration and Tourism Canada made an agreement to undertake jointly funded market research in overseas countries of mutual interest. The agreement has been in effect for five years and during its existence approximately four countries have been studied each year.

By combining resources the national tourism organizations of the two countries are able to produce better market information than either could have done by working alone. As a result, agencies marketing Canada, the United States or both will be able to select their target markets with a good deal more precision than has been possible in the past. In addition, agencies responsible for developing the tourism products of both countries will have a clear idea of what their strengths and weaknesses are in the minds of the consumer. They would then be able to develop a stronger tourism product and one that will appeal to consumers in a variety of overseas countries.

The countries studied so far have been:

1986	1987	1988	1989
United Kingdom	Hong Kong	Italy	United Kingdom
France	Singapore	Australia	France
West Germany	Switzerland	Brazil	West Germany
Japan		Mexico	Japan

The 1990 studies were conducted in Venezuela and South Korea.

This report on the Venezuelan long haul travel market is one of the two that resulted from the 1990 studies. It is the intention of both Tourism Canada and the USTTA to make the results readily and widely available. The data are available in the following formats:

- The present main report
- A highlights report providing overviews of Venezuela and South Korea
- Extensive computer cross-tabulations (see Methodology section for details)
- IBM compatible data diskettes in single punch format

A great deal of sophisticated travel market information has been made available through these studies. The challenge set forth by this work is to understand the information and to use it effectively. Officials of Tourism Canada and the USTTA are ready to help the tourism industry make the most effective use possible of the information.

OBJECTIVES

The objectives of this study are as follows:

1. To provide broad-based marketing information on the Venezuelan long haul pleasure travel market for strategic planning purposes

2. To identify and describe Venezuelan travel segments that are prime targets for travel to Canada and the United States for industry marketers

3. To describe elements of the travel product(s) required to meet the needs of the target travel market segments

4. To provide input to the development and placement of effective advertising and promotion to convert potential travel to actual travel to Canada and the U.S.

Accordingly the following research objectives were established:

1. To identify the basic long haul pleasure travel motivations, benefits and product/activity needs of Venezuelan travelers

2. To identify and describe the size, travel characteristics, attitudinal and awareness characteristics of this market

3. To identify levels of awareness and perception of the various U.S. and Canadian travel products

4. To identify the media habits of the long haul traveler

5. To profile Venezuelan long haul pleasure travelers in terms of demographics, vacation style and lifestyle characteristics.

The main findings emerging from this study are the basis of this report.

METHODOLOGY

A total of 1,209 personal interviews were conducted with international travelers who met the following target qualifications:

- 18 years of age or over
- Took a vacation trip of four nights or longer by plane outside of Venezuela, Central America, Northern Brazil, Columbia, Northern Peru, Ecuador, Guyana, Surinam, French Guiana and selected Caribbean islands close to Venezuela in the past three years, or intended to take such a trip in the next two years

Personal in-home interviews were conducted in seven urban centres in proportion to population as follows:

	Population	Target interviews	Actual interviews
	%	#	#
Caracas	56.2	674	730
Valencia	11.8	142	139
Maracaibo	12.8	154	132
Barquisimento	7.2	86	75
Maracay	5.5	66	65
San Cristobal	2.6	31	48
Puerto La Cruz/Barcelona	3.9	47	20
Total	100	1,200	1,209

Within each of the seven survey areas, door to door interviews were carried out. Households in ABC socioeconomic classes in urban areas were randomly selected using a total of 430 starting points. Lower socioeconomic classes and non-urban areas were excluded.

Households were screened by interviewers who followed pre-determined walk patterns from randomly selected starting points. In households with more than one qualified respondent a random selection was made using the random table number method, subject to a 50/50 male/female quota. The incidence of qualified respondents was determined by recording the results of these screening procedures. A minimum of three contact attempts was made at each household selected.

Fieldwork was conducted from November 26, 1990 to March 4, 1991. A copy of the questionnaire used is included in Appendix II.

Detailed computer cross-tabulations of all study results have been provided under separate cover. The breaks provided include the following:

- By sex, age, and life cycle
- By type of package trip, trip description, and ever visited both Canada/U.S.
- By important items and income

- By destinations visited and destination most like to visit
- By ever visited/interest in visiting Canada/U.S.
- By modes of transportation used within Canada/U.S., and region
- By provinces in Canada interested in visiting
- By miscellaneous destinations in Canada interested in visiting
- By states in the U.S. interested in visiting
- By U.S. census regions interested in visiting
- By U.S. tourism regions interested in visiting
- By miscellaneous destinations in the U.S. interested in visiting
- By travel philosophy, benefit and product segments

A table showing 95% statistical confidence levels for various base sizes is included in Appendix IV. In general, any results based on a sample size of less than 100 respondents should be viewed with some caution. Results from cells of less than 20 respondents have not been shown. Any boxed or circled observed values have been tested using the table appended to this report.

EXECUTIVE SUMMARY

Market size

In 1990 the target market was estimated to be 20% of the adult urban population in ABC social groups. This represents 660,000 long haul travelers.

Travel behaviour

- A total of 69% of the target market had actually taken a long haul vacation trip in the past three years. The remaining 31% planned to take one within the next two years.
- The most popular long haul destination was the U.S., visited on 52% of long haul trips in the past three years. Canada was a destination for only 3% of trips.
- The most common type of trip was a visit to friends and relatives (41%).
- The average duration of long haul trips was a relatively long 34.1 nights, while the median was 23.7 nights.
- Long haul trips were distributed unevenly throughout the year, with summer accounting for 40% and spring only 13%.
- A total of 38% of long haul travelers went alone, while 24% went with a spouse or girlfriend/ boyfriend. Traveling with either parents or children (25%) or other relatives (22%) was equally common.
- Travelers decided on their destination an average of 2.8 months before departure, and booked their trip a mean of 1.0 months before departure.
- Travel agents were the most important source of planning information.
- A total of 79% of long haul travelers booked at least part of their trip through a travel agent.
- A vacation package that included flight or accommodation was used by only 16% of long haul travelers.
- The trip activities participated in most frequently were shopping, sampling local foods and dining out.
- Satisfaction and likelihood of visiting their vacation destination again, were both very high.

Likely vacation destinations

- When asked to name the one place they would most like to visit overseas, the most popular destinations mentioned by respondents were Europe (46%) and the United States (23%). Canada was mentioned by 4% of respondents.
- Specifically for Canada and the U.S., respondents were asked to name up to eight destinations they were aware of, up to three destinations they were interested in visiting, as well as any destinations they may have visited in the past three years. The most frequent mentions were as follows:

	Canada				United States		
	Awareness	Interest	Visitation*		Awareness	Interest	Visitation*
	%	%	%		%	%	%
Ontario	(93)	(82)	(79)	Florida	(84)	(51)	(68)
Toronto	66	48	57	Miami	60	29	39
Ottawa	51	26	25	Orlando	21	8	14
Niagara Falls	34	21	34	Disneyworld	11	5	4
Quebec	(93)	(81)	(62)	New York	(80)	(46)	(40)
Montreal	80	63	57	New York City	71	40	35
Quebec City	56	35	26				
				California	(77)	(48)	(19)
Alberta	(43)	(17)	(8)	Los Angeles	33	16	8
Calgary	23	8	5	San Francisco	23	10	5
British Columbia	(39)	(18)	(12)	Texas	(54)	(20)	(13)
Vancouver	24	12	8	Houston	14	4	6
Victoria	11	3	2				
				Washington, D.C.	(36)	(14)	(11)
Yukon	(22)	(10)	(2)				
				Nevada	(30)	(12)	(5)
Newfoundland/ Labrador	(20)	(7)	(2)	Las Vegas	19	9	3

* Among those who visited in the past three years. "Interest" refers to the top three places interested in visiting.

Perceptions of Canada/U.S.

- Marketing strengths might be defined as attributes on which Canada and the U.S. were rated highly, and which were also rated by travelers as being of above average importance to them.

  Canada's clearest strengths were its standards of hygiene and cleanliness and personal safety, which were the most important attributes to Venezuelan travelers. In addition Canada was favourably perceived for its national parks and forests, as well as its wildlife and outstanding scenery.

  The main strengths of the U.S. were its opportunities to increase knowledge and escape from the ordinary. It also had a competitive advantage in terms of its national parks and forests. Its public transportation, shopping, live theatre and fast food outlets were also seen as positive attributes.

- Weaknesses might be defined as attributes of above average importance on which Canada and the U.S. received relatively poor ratings.

  Defined in this way, Canada was at a competitive disadvantage in terms of its beaches for sunning and swimming. It was also relatively poorly regarded in terms of offering inexpensive travel, budget accommodation and value for money. Other weaknesses included shopping, museums, live theatre and local festivals.

  The U.S.'s main weakness was its relatively unfavourable image for interesting and friendly local people. Other important weaknesses were budget accommodation, value for money, inexpensive restaurants and beaches in the U.S.

Segmentation

- In terms of **product** segmentation, a total of four groups were identified:

  - **Sports and Entertainment** travelers (31% of the total market) like to participate in a variety of sports such as golf and tennis, water sports and snow skiing - the specific activities depending on when and where they take their vacations. They also enjoy being entertained in the form of spectator sporting events, nightlife, gambling and amusement or theme parks. There is a hint of the high life sought after by this group in terms of various amenities desired.

  - **Sun and Space** travelers (26% of the total market) are very single-minded, compared to other travelers, in their wish for warm sunny weather and wide open spaces while on vacation.

  - **Outdoors and Subcultures** travelers (19% of the total market) are into both native and immigrant cultural groups, with a marked preference for outdoor activities such as camping, hiking and climbing. These interests include some concern for saving money in the form of inexpensive restaurants and inexpensive travel within their destination.

  - **Culture and Comfort** travelers (24% of the total market) are also driven by a desire to experience native and immigrant cultural groups, but within a highly developed vacation destination. High quality restaurants and first class hotels, as well as live theatre and museums or art galleries, are an essential part of the travel experience they seek.

- **Travel philosophy** segmentation resulted in identifying four groups of Venezuelan travelers:

  - **Independent** travelers (23% of the total market) enjoy making their own travel arrangements, especially as they go along. There is a note of conservatism in their travel plans in that they choose places they have seen before and like people to speak their language where they are on vacation.

  - **Guarded Package** travelers (26% of the total market) find making travel arrangements can be a bother and therefore leave their travel plans to others to decide. They prefer guided tours, all-inclusive packages, vacation destinations they have seen before and people who speak their language. Travel is not a priority, however, in that they would rather spend money on other things and do not need to travel to enjoy their vacation.

- **Affirmed Package** travelers (25% of the total market) like to travel and show a preference for package vacations, including guided tours and having a travel agent's assistance making plans. They choose vacation destinations they have heard of and like to visit a different place on each trip.

- **Reluctant** travelers (26% of the total market) are least interested in travel, feeling as they do that they need not travel to enjoy themselves or spend a lot of money while on vacation.

- Benefit segmentation resulted in the following five groups:

  - **Comfort and Sports** travelers (22% of the total market) say that not being deprived of city comforts is important to them, as is indulging in luxury, by which it appears they want to enhance their feelings of comfort while on vacation. Of equal importance is participating in, or watching, sports.

  - **Adventure** travelers (17% of the total market) are distinguished from other travelers by their interest in being relatively more daring and adventuresome.

  - **Family** travelers (19% of the total market) see travel as a chance primarily to be with family and friends while on vacation, preferably in places where their family came from.

  - **Luxury** travelers (18% of the total market) place a great deal of emphasis on luxury and other status or prestige elements such as going where their friends have not been and talking about it when they return.

  - **Sports and Adventure** travelers (24% of the total market) are similar to the first two groups, but with less of an emphasis on comfort and more of an accent on sporting activities and the daring or adventuresome. There is also an element of status or prestige associated with this group.

MAIN FINDINGS

1. MARKET SIZE

Overall, Venezuelan travelers took a total of about 788,000 trips outside of Venezuela in 1989. Travel to the U.S. was reportedly 264,000 and to Canada 10,500 in the following year. It should be noted, however, that these figures include business trips by any mode of transportation, trips of one night or more, and trips by children. In other words, these figures do not reflect the definition of long haul trips as used in this study.

In order to produce an incidence figure representative of the target market in Venezuela, a number of factors were applied to the incidence found among households in the sample. By applying the total number of households and average number of adult travelers per household, it was estimated that the size of the target market was approximately 660,000 or 20% of the total adult urban population in ABC social groups.

(Reference: Exhibit 1)

The target market* basically reflects the age distribution of the general population. Up to date population figures for education and income were not available for comparison purposes.

(Reference: Exhibit 2)

* Travelers 18 years of age or over who took a vacation trip of four nights or longer by plane outside of Venezuela and its surrounding area (see Map "A" in Appendix VI) in the past three years, or intended to take such a trip in the next two years.

EXHIBIT 1

TARGET MARKET

Venezuelan population 18 years or over (1)	10,380,000
Venezuelan adult urban population in ABC social groups	3,360,000
Incidence of target market	20%
Size of target market	660,000
Actual number of business or pleasure trips of one night or longer by any mode of transportation outside Venezuela (includes children under 18 years):	
- To any destination (2)	788,000
- To Canada (3)	10,500
- To the U.S. (4)	264,000

(1) Venezuelan Embassy Office figures for 1989
(2) World Tourism Organization figures for 1989
(3) Statistics Canada figures for 1990
(4) USTTA figures for 1990

EXHIBIT 2

COMPARATIVE TARGET MARKET DEMOGRAPHICS

	Target market	General population
Age	%	%
18 - 24 years	27	24
25 - 34 years	23	27
35 - 44 years	19	20
45 - 54 years	13	14
55 - 64 years	10	9
65 years or over	7	6
Education		
Some/completed primary school	7	
Some/completed middle school	24	n/a
Some/completed technical school	13	
Some/completed college/university	56	
Mean monthly family income in Bolivares	51.890	n/a

2. PAST TRIP BEHAVIOUR - 4 NIGHTS OR MORE

This section of the report examines the number and characteristics of recent trips of four nights or longer made by Venezuelan travelers in the target market.

2.1 Number of pleasure trips in past 3 years

A total of 69% of respondents had taken a pleasure trip of four nights or more by plane outside of Map "A" in the past three years, i.e. had taken a long haul trip. This means that 31% of respondents were in the sample by virtue of the fact that they intended to take such a trip in the next two years.

(Reference: Exhibit 3)

EXHIBIT 3

PLEASURE TRIPS 4 NIGHTS OR MORE IN THE PAST 3 YEARS
BY PLANE OUTSIDE OF MAP "A"

Total respondents	1209
	%
Yes	69
No	31

In terms of more general travel behaviour, the strong travel orientation of the sample was reflected in the fact that 85% of respondents had taken a pleasure trip of at least four nights in the past three years, with 78% having taken such a trip by plane.

(Reference: Exhibit 4A)

Of the respondents who had taken a pleasure trip of four nights or more, the majority (72%) had taken more than one trip, with a mean of 5.8 pleasure trips of four nights or more. Of those who had taken a pleasure trip of four nights or more by plane, 61% had taken multiple plane trips, with a mean of 3.4 such trips.

(Reference: Exhibit 4B)

EXHIBIT 4A

PLEASURE TRIPS 4 NIGHTS
OR MORE IN PAST 3 YEARS

	By any mode of transportation	By plane
Total respondents (100%)	1209	1209
	%	%
Yes	85	78
No	15	22

EXHIBIT 4B

NUMBER OF PLEASURE TRIPS 4 NIGHTS
OR MORE TAKEN IN PAST 3 YEARS

	By any mode of transportation		By plane	
Total respondents who took a trip (100%)	1023		943	
	%		%	
1	28		39	
2	14		19	
3	14		15	
4	8		7	
5	6	72%	4	61%
6	7		4	
7 - 9	7		5	
10 - 14	6		4	
15 or more	10		3	
Mean	5.8		3.4	

Pleasure trips were defined as either short haul (i.e. to places in Venezuela and other countries on Map "A") or long haul (i.e. to destinations outside of Map "A").

Of the respondents who had taken a pleasure trip of four nights or more by plane in the past three years, 34% had traveled in Venezuela, and 12% had traveled to other countries on Map "A". A total of 89% of such respondents had taken a trip to somewhere other than Venezuela or other countries on Map "A", i.e. had taken a long haul trip.

(Reference: Exhibit 5A)

Almost half (42%) of travelers who had visited a long haul destination by plane had taken more than one such trip in the past 3 years. The mean was 2.1 long haul trips.

(Reference: Exhibit 5B)

EXHIBIT 5A

WHERE TAKEN ANY PLEASURE TRIPS 4 NIGHTS OR MORE IN PAST 3 YEARS BY PLANE

	Venezuela	Other country on Map "A"	Somewhere else
Total respondents who took plane trip (100%)	943	943	943
	%	%	%
Yes	34	12	89
No	66	88	11

EXHIBIT 5B

NUMBER OF PLEASURE TRIPS 4 NIGHTS OR MORE IN PAST 3 YEARS BY PLANE

	BY PLANE TO ...					
	Venezuela		Other country on Map "A"		Somewhere else	
Total respondents who took pleasure trips 4 + nights by plane to that destination (100%)	320		117		838	
	%		%		%	
1	29		61		58	
2	24		21		18	
3	16	72%	8	40%	12	42%
4 or more	31		11		12	
Mean	3.8		1.9		2.1	

2.2 Destination of two most recent trips

Respondents who had traveled on a long haul trip were asked which destinations they had been to on their most recent and second most recent pleasure trips in the past three years.

The most popular vacation destination overall was the U.S. (52%).

Canada was a destination on 3% of long haul vacation trips, well behind Europe (26%). The West Indies/Caribbean (8%), South America (5%) and Mexico (4%) were of similar popularity as Canada.

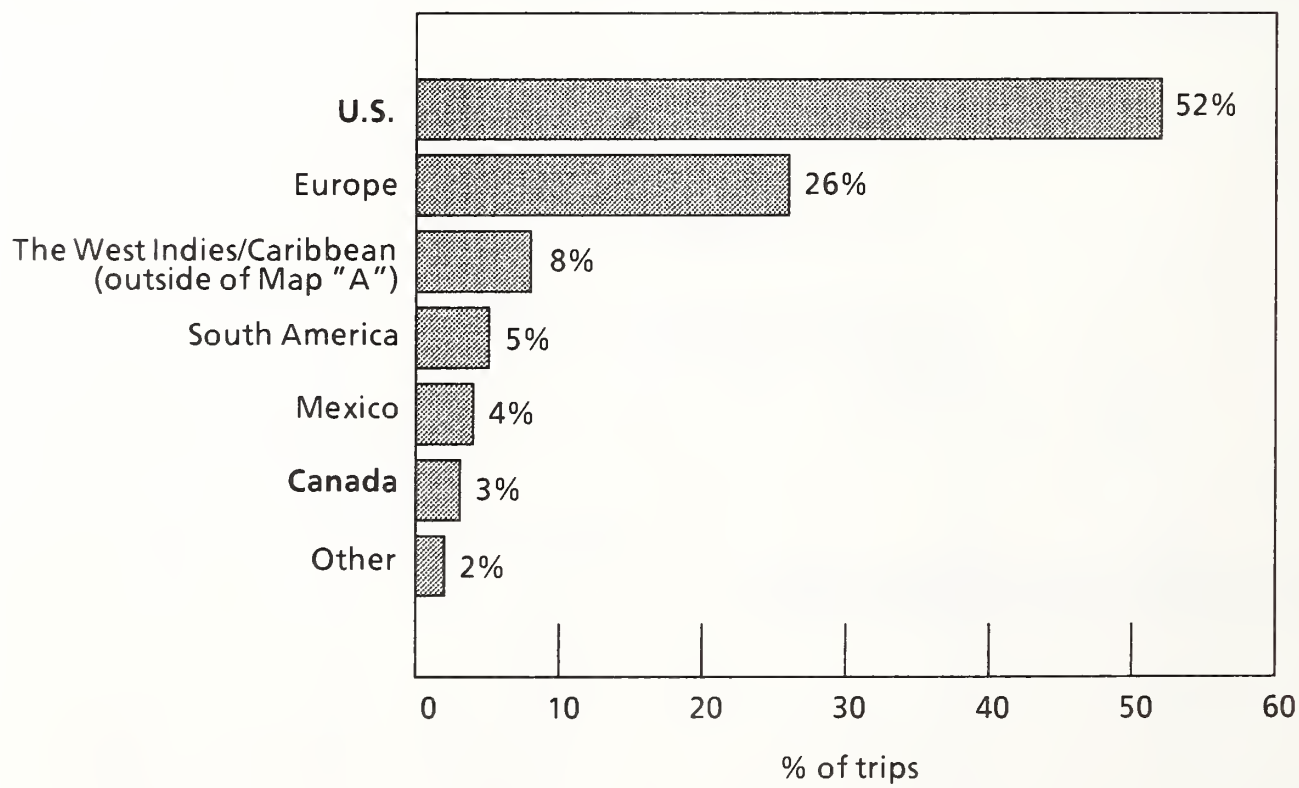
The number of travelers to Canada is relatively small making it difficult to draw conclusions. In general terms, this group appears to be similar to the others in terms of sex, age, marital status, occupation and location of respondent.

Travelers to the U.S. distinguish themselves as being better educated with higher incomes, while those traveling to other destinations are more likely to be from Caracas and least likely to have attended college or university.

(Reference: Exhibits 6 & 7)

EXHIBIT 6

DESTINATION OF TWO MOST RECENT LONG HAUL TRIPS IN PAST 3 YEARS*



* Based on 1,185 trips comprised of 837 most recent trips and 348 second most recent trips.

EXHIBIT 7

DEMOGRAPHICS OF VISITORS TO KEY DESTINATIONS

	DESTINATION VISITED*			
	Total	Canada	U.S. mainland	Other
Total respondents (100%)	1209	24 +	427	384
	%	%	%	%
Sex				
Male	50	62	49	50
Female	50	38	51	50
Age				
18 - 24 years	27	33	27	23
25 - 34 years	23	29	26	22
35 - 44 years	19	13	19	16
45 - 54 years	13	13	13	15
55 - 64 years	10	8	8	14
65 years or over	7	4	7	10
Marital status				
Single	39	50	41	35
Married	50	42	48	54
Living together	1	-	1	2
Divorced/separated/widowed	6	4	8	4
Other	4	4	3	6
Occupation				
Owner/self employed	1	-	1	1
Manager/executive	1	-	2	1
Professional/technical	36	58	41	30
Clerical/sales	17	13	15	18
Skilled worker	2	4	2	3
Unskilled worker	2	4	1	4
Student	20	13	20	17
Retired	3	-	2	5
Housewife	17	8	16	22
Region				
Caracas	60	50	59	[66]
Valencia	12	21	14	11
Maracaibo	11	4	10	6
Barquisimento	6	4	4	7
Maracay	5	17	7	6
San Cristobal	4	4	4	2
Puerto La Cruz/Barcelona	2	-	2	2

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 7 (cont'd)

DEMOGRAPHICS OF VISITORS TO KEY DESTINATIONS

	DESTINATION VISITED*			
	Total	Canada	U.S. mainland	Other
Total respondents (100%)	1209	24 +	427	384
	%	%	%	%
Education				
Some/completed primary school	7	4	3	13
Some/completed middle school	24	13	22	25
Some/completed technical school	13	21	11	15
Some/completed college/university	56	63	[64]	(47)
Life cycle				
Living alone	4	4	4	4
Living with one adult	11	4	11	14
Single with children	19	17	18	16
Couple with children	34	38	30	33
Other	32	38	36	33
Living arrangement				
Live alone	4	4	4	4
Living with children	54	54	50	51
Living without children	42	42	46	45
Mean no. of adults 18 years or over in household	3.3	3.3	3.4	3.2
Whether any children under 18 years in household				
Yes	54	54	50	51
No	46	46	50	49
Monthly family income in Bolivares				
Under 20.000,00 Bs	15	13	12	15
20.001,00 - 40.000,00 Bs	36	39	31	41
40.001,00 - 60.000,00 Bs	23	26	24	22
60.001,00 - 100.000,00 Bs	17	13	21	13
100.001,00 - 150.000,00 Bs	5	4	6	6
150.001,00 - 200.000,00 Bs	3	4	4	2
More than 200.000,00 Bs	2	-	3	2
Mean (Bolivares)	51.890	49.570	[58.980]	49.530

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

Note: Boxed and circled numbers represent those referred to in the main text.

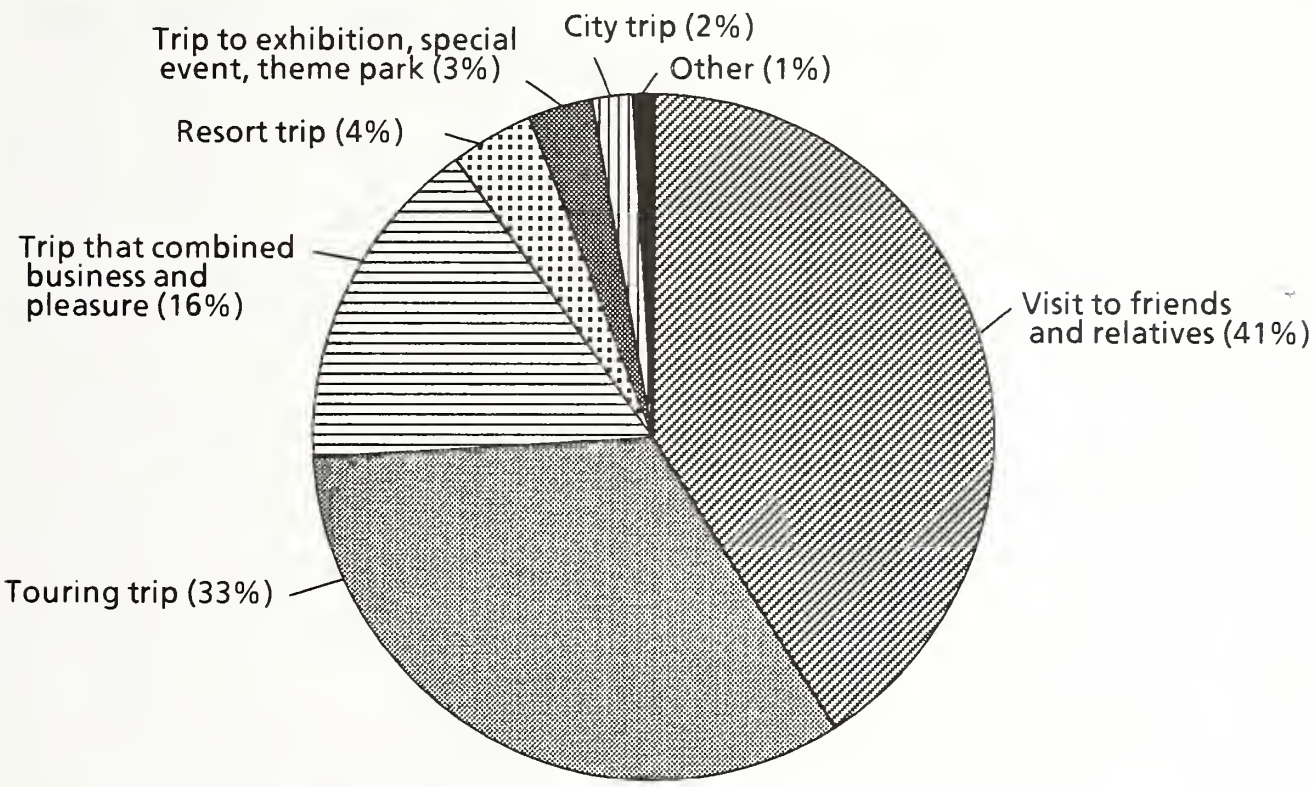
2.3 Type of two most recent trips

When asked what type of trip they had taken on their most and second most recent trips to any long haul destination, by far the most frequent mention given by respondents was a visit to friends and relatives (41%). The next most common types were touring trips (33%) and business/pleasure trips (16%). A variety of other trip types received relatively fewer mentions.

(Reference: Exhibit 8)

EXHIBIT 8

TYPE OF TWO MOST RECENT LONG HAUL TRIPS*



* Based on 1,185 trips comprised of 837 most recent trips and 348 second most recent trips.

Note: For full descriptions of the trip types discussed in this section see Card B in Appendix II.

Trips to Canada were generally of the same type as trips to all destinations combined. Visits to the U.S. mainland were comparatively less likely to be with friends and relatives (36%), while trips to other places were comparatively more likely to be described as visits to friends and relatives (47%).

(Reference: Exhibit 9)

EXHIBIT 9

TYPE OF LONG HAUL TRIP**

		DESTINATION VISITED		
	Total	Canada	U.S. mainland	Other
Total trips taken by respondents (100%)	1185	34 +	622	524
	%	%	%	%
Visit to friends and relatives	41	41	(36)	[47]
Touring trip	33	24	36	30
Combined business and pleasure	16	21	18	14
Resort	4	-	5	3
Exhibition, special event or theme park	3	12	2	3
City	2	3	2	3
Other	1	-	1	*

* Less than 0.5%

** Total most recent and second most recent trips

\+ Small base size

Note: Boxed and circled numbers represent those referred to in the main text.

2.4 Mode of transportation used within Canada and mainland U.S.

Respondents who had visited either Canada or the mainland U.S. were asked which modes of transportation they used within each country on their trip.

In Canada the most popular modes of transportation used were private car (43%) and public transit within cities (41%). Bus between cities (30%) and a plane (27%) were used about equally.

Those traveling in the U.S., however, for the most part used a plane (48%) or private car (44%). About one-third (36%) rented a car and one-fourth (28%) made use of public transit within cities.

(Reference: Exhibit 10)

EXHIBIT 10

MODE OF TRANSPORTATION USED WITHIN CANADA AND MAINLAND U.S.

	Canada	Mainland U.S.
Total trips taken by respondents (100%)*	37 +	607
	%	%
Plane	27	48
Private car	43	44
Rented car	16	36
Public transportation (within cities)	41	28
Bus between cities	30	14
Train	19	10
Boat	-	1
Camper or RV	-	1
Other	5	1

* Total most recent and second most recent trip

\+ Small base size

2.5 Number of nights away

Detailed trip characteristics were obtained about the long haul trips taken by respondents in the past three years, i.e. about the pleasure trips by plane lasting four nights or more to destinations outside of Map "A". Respondents who had taken only one such trip were asked about that trip. Those who had taken two or more such trips were asked about either their most recent or their second most recent trip on a random basis.

The duration of Venezuelan trips was on average 34 nights. Almost half (44%) were for 30 or more nights, with the median being 23.7 nights. While trips to Canada and the U.S. mainland had median durations of just over two weeks, the median number of nights to other destinations was just over five weeks.

(Reference: Exhibit 11)

EXHIBIT 11

NUMBER OF NIGHTS AWAY ON LONG HAUL TRIP*

	TRIPS THAT INCLUDED**			
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
	%	%	%	%
4 - 6 nights	9	4	10	8
7 - 9 nights	10	21	11	8
10 - 16 nights	23	25	30	14
17 - 29 nights	14	17	17	12
30 - 59 nights	27	21	18	38
60 or more nights	17	13	14	21
	44%	34%	32%	59%
Mean + +	34.1	23.8	31.0	38.3
Median + +	23.7	16.0	15.7	35.8

* Outside of Map "A" (see Appendix VI)

** On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

+ + Reflects the length of stay of the entire trip, not necessarily the number of nights in Canada or the U.S.

2.6 Month of departure

Summer was the most popular season for travel (40%) with winter (23%) and fall (25%) the next most popular times to travel. Spring (13%) is not a time when many Venezuelans travel to long haul destinations.

Travel to Canada may be somewhat skewed towards the summer (50%) but again it should be noted that the base size involved was relatively small. Travel to the U.S. mainland was more evenly distributed throughout the year, but still skewed towards summer (34%) rather than spring (13%).

(Reference: Exhibit 12)

EXHIBIT 12

MONTH LONG HAUL TRIP WAS STARTED

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
	%	%	%	%
Winter	(23)	(25)	(25)	(20)
December	15	17	16	14
January	4	4	5	4
February	3	4	4	2
Spring	(13)	(8)	(13)	(13)
March	3	4	4	2
April	4	4	4	3
May	6	-	6	7
Summer	(40)	(50)	(34)	(46)
June	5	4	3	8
July	13	13	11	15
August	22	33	20	22
Fall	(25)	(17)	(28)	(22)
September	10	17	10	9
October	5	-	6	5
November	10	-	12	8

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

2.7 Traveling party

Three out of four travel parties (75%) did not include any children. Among parties that did not include children the mean number of members was 2.0. Parties that included children were larger with 4.1 members on average. Parties with children were somewhat larger for trips to the U.S. mainland (mean of 4.4 members).

(Reference: Exhibit 13)

Over one-third (38%) of long haul travelers from Venezuela went on their trip by themselves. About one quarter (24%) went with their spouse or girlfriend/boyfriend. Almost another quarter (22%) were with other relatives plus 11% with fathers or mothers and 14% with their children.

Travelers to the U.S. mainland mirror the distribution of traveling companions reported for the total sample.

(Reference: Exhibits 14 and 15)

EXHIBIT 13

NUMBER OF PEOPLE IN IMMEDIATE TRAVEL PARTY

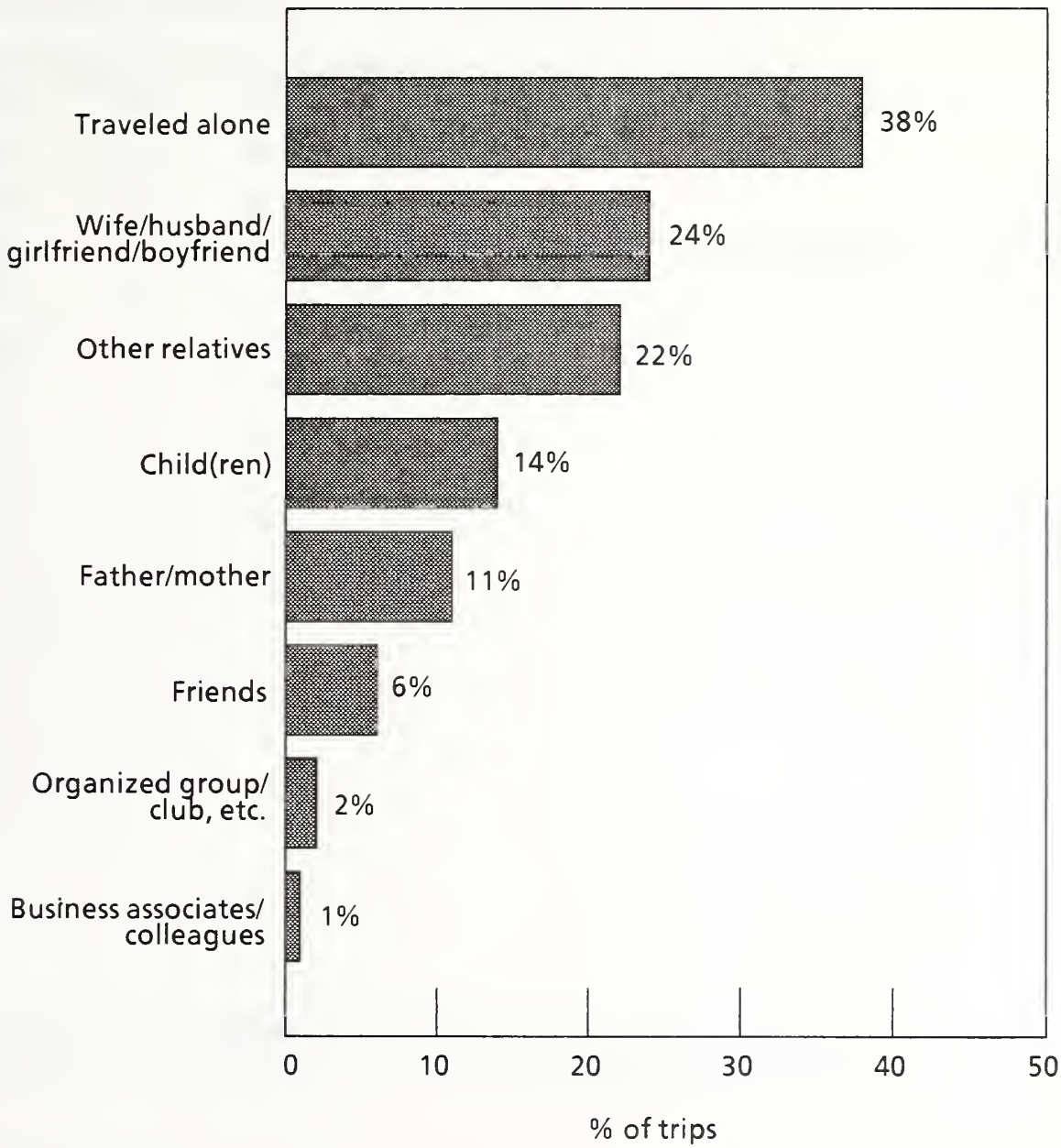
		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Parties without children under 18 years				
Total respondents took long haul trip without children (100%)	631	15 +	320	294
	%		%	%
1	51		51	50
2	30		31	30
3	8		7	9
4	4		5	3
5 or more	7		6	9
Mean	2.0		1.9	2.1
Parties with children under 18 years				
Total respondents took long haul trip with children (100%)	207	9 +	107	90
	%		%	%
1	-		-	-
2	20		14	26
3	27		22	35
4	22		25	18
5 or more	32		40	21
Mean	4.1		4.4	3.8

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Data omitted due to small base size

EXHIBIT 14

PEOPLE TRAVELED WITH ON LONG HAUL TRIP*



* Based on 838 respondents who took a long haul trip.

EXHIBIT 15

PEOPLE TRAVELED WITH ON LONG HAUL TRIP

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
	%	%	%	%
Traveled alone	38	29	38	38
Wife/husband/girlfriend/boyfriend	24	17	24	24
Other relatives	22	33	24	19
Child(ren)	14	13	13	16
Father/mother	11	21	12	9
Friends	6	8	7	6
Organized group/club/etc.	2	-	1	3
Business associates/colleagues	1	4	1	1

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

2.8 How long before leaving was destination decided and trip booked

For half (50%) of all long haul trips the decision to go was made within 1 month or less of departure. The mean lead time was 2.8 months while the median was 1.0 months. Travelers to the U.S. reported somewhat shorter decision making periods (mean of 2.3 months).

(Reference: Exhibit 16)

EXHIBIT 16

NUMBER OF MONTHS BEFORE LEAVING
WAS DESTINATION DECIDED

	DESTINATION VISITED**			
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
	%	%	%	%
1 month or less	50	25	56	45
Over 1 month to 2 months	15	17	16	13
Over 2 months to 3 months	10	17	8	12
Over 3 months to 4 months	4	4	3	4
Over 4 months to 5 months	2	8	2	2
Over 5 months to 6 months	8	21	7	7
Over 6 months to 7 months	1	-	1	1
Over 7 months to 8 months	1	4	1	1
Over 8 months to 9 months	*	-	1	-
Over 9 months to 12 months	7	4	5	10
Over 12 months	2	-	1	4
Mean	2.8	3.3	2.3	3.3
Median	1.0	2.5	0.9	1.4

* Less than 0.5%
** On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.
\+ Small base size

In terms of actually booking the trip, the lead time involved was shorter. The mean was 1.0 months and the median was 0.6 months.

(Reference: Exhibit 17)

EXHIBIT 17

NUMBER OF MONTHS BEFORE LEAVING
WAS TRIP BOOKED

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
	%	%	%	%
½ month or less	43	29	48	37
Over ½ month to 1 month	30	29	30	31
Over 1 month to 2 months	11	17	11	10
Over 2 months to 3 months	7	13	5	8
Over 3 months to 4 months	2	-	1	3
Over 4 months to 5 months	1	4	1	1
Over 5 months to 6 months	2	4	1	2
Over 6 months	1	-	1	2
Did not make reservations	4	4	2	5
Mean	1.0	1.3	0.9	1.2
Median	0.6	0.8	0.5	0.7

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

2.9 Sources of information used in planning

A variety of sources were used by long haul travelers in planning their trips, with an average of 1.5 mentions per respondent. The most frequent mentions were a travel agent (66%), followed by friends and family (31%) and the airline (18%). Other sources were used to a much lesser extent.

The strong influence of travel agents was evident from the 54% who named them as the single most important source of planning information. Friends/family were second at 20%. These results strongly indicate how important it is to keep travel agents well informed and stocked with product possibilities.

(Reference: Exhibit 18)

EXHIBIT 18

SOURCES OF INFORMATION USED
IN PLANNING A LONG HAUL TRIP

	Sources used	Most important sources used
Total respondents took long haul trip (100%)	838	838
Total population took long haul trip (100%)	457,380	457,380
	%	%
Travel agent	66	54
Friends/family	31	20
Airline	18	11
Brochures/pamphlets	8	2
Embassy/consulate	6	2
Newspaper/magazine articles	5	2
Advertisements	3	1
Tour operator/company	2	1
Government tourism office/board	2	1
Clubs/associations	2	1
Books/library	1	1
Automobile associations	1	*
Other	2	1
No sources used to plan trip	5	5
Mean number of sources of information used	1.5	

* Less than 0.5%

The information sources used by travelers to Canada and the U.S. were basically the same as those used by travelers to other destinations.

(Reference: Exhibit 19)

EXHIBIT 19

MOST IMPORTANT SOURCES OF INFORMATION USED IN PLANNING A LONG HAUL TRIP

		DESTINATION VISITED**		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24+	427	384
Total population took long haul trip (100%)	457,380	13,264	233,264	209,937
	%	%	%	%
Travel agent	54	42	52	57
Friends/family	20	25	22	17
Airline	11	17	11	10
Brochures/pamphlets	2	4	1	2
Embassy/consulate	2	-	3	2
Newspaper/magazine articles	2	-	1	2
Advertisements	1	-	*	1
Tour operator/company	1	-	1	1
Government tourism office/board	1	4	1	1
Clubs/associations	1	-	1	2
Books/library	1	-	*	1
Automobile association	*	-	*	-
Other	2	4	2	*
No sources used	5	4	5	4

* Less than 0.5%

** On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

2.10 Whether a package trip

Venezuelan travelers were not strongly disposed towards package travel. A total of 84% of long haul travelers did not have either their flight or their accommodation booked as part of a vacation package. Only 15% had either their flight or accommodation booked as part of a package.

The use of packages was similar among visitors to Canada, the U.S. and other destinations

(Reference: Exhibit 20)

EXHIBIT 20

WHETHER PACKAGE VACATION AND WHAT COMPONENTS WERE INCLUDED IN PACKAGE

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
Total population took long haul trip (100%)	457,380	13,264	233,264	209,937
	%	%	%	%
Yes	(16)	(17)	(14)	(17)
Flight	15	17	13	17
Accommodation	15	13	12	17
Guided tour	8	13	5	10
Rented car	5	4	5	4
Flight/accommodation	5	-	5	6
Flight/accommodation/guided tour	5	8	2	7
Flight/accommodation/rented car	2	4	3	1
Flight/accommodation/rented car/guided tour	2	-	2	2
Flight/guided tour	1	4	1	-
Other package combinations	1	-	1	1
No	(84)	(83)	(86)	(83)

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

2.11 Where booked

Most (86%) of the packages that were bought were booked through a travel agent. Only 10% were booked directly with the airlines.

(Reference: Exhibit 21)

Among respondents whose flight was not part of a package (i.e. whose flight was independent), 76% booked it through a travel agent. A further 22% booked it directly with the airline.

(Reference: Exhibit 22)

Among those whose accommodation was not part of a package, 66% stayed with friends/relatives while 19% dealt directly with the hotel and 13% through a travel agent.

(Reference: Exhibit 23)

A summary of unduplicated mentions of booking sources confirms the pattern that is already apparent i.e. that the majority (79%) of all trip takers used a travel agent to book at least part of their holiday. This is the case even though over half (56%) stayed with friends or relatives.

(Reference: Exhibit 24)

EXHIBIT 21

WHERE PACKAGE WAS BOOKED

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took package vacation (100%)	131	4+	58	67
Total population took package vacation (100%)	71,351	2,212	31,608	36,460
	%		%	%
Travel agent	86		84	89
Airline	10		11	8
Other	4		5	3

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Data omitted due to small base size

EXHIBIT 22

WHERE INDEPENDENT FLIGHT WAS BOOKED

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took independent flight (100%)	710	20 +	371	318
Total population took independent flight (100%)	387,420	10,848	202,427	173,564
	%	%	%	%
Travel agent	76	90	75	76
Airline directly	22	10	23	22
Other	2	-	2	2

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

EXHIBIT 23

WHERE INDEPENDENT ACCOMMODATION WAS BOOKED

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents used independent accommodation (100%)	715	21 +	375	318
Total population used independent accommodation (100%)	390,060	11,312	204,391	173,577
	%	%	%	%
Stayed with friends/relatives	66	76	62	69
Directly with hotel, etc.	19	10	19	19
Travel agent	13	14	17	9
Did not book in advance	4	-	4	5
Other	1	-	1	1

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

EXHIBIT 24

WHERE COMPONENTS OF LONG HAUL TRIP WERE BOOKED
(Total unduplicated mentions)

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
Total population took long haul trip (100%)	457,380	13,264	233,264	209,937
	%	%	%	%
Travel agent	79	83	78	80
Stayed with friends/relatives	56	67	55	57
Airline	21	17	22	20
Direct with hotel, etc.	16	8	16	16
Did not book accommodation in advance	3	-	3	4
Other	1	-	1	2

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.
\+ Small base size

2.12 Activities taken part in

Respondents were read a list of 38 activities that people might participate in during a holiday, and were asked to name the ones that they had actually taken part in on their trip.

Shopping (89%), sampling local foods (88%), restaurants and dining out (88%) and taking pictures (84%) were the four most frequently mentioned activities, followed by sightseeing in cities (80%). Of more interest were the activities participated in by those going to either Canada or the U.S. The following are examples of comparatively higher mentions for each destination:

Canada
- Visiting amusement or theme parks (75%)
- Visiting health spas (25%)
- Snow skiing (21%)

U.S. mainland
- Visiting amusement or theme parks (65%)

The following are examples of comparatively lower mentions for each destination:

Canada
- Taking pictures/filming (63%)
- Visiting the seaside (29%)
- Attending festivals/special events (25%)
- Sunbathing/beach activities (21%)
- Swimming (17%)

U.S. mainland
- Visiting places of historical interest (50%)
- Visiting scenic landmarks (47%)
- Touring the countryside (42%)
- Visiting sites commemorating important people (37%)
- Visiting places of archeological interest (22%)
- Visiting mountainous areas (22%)

(Reference: Exhibit 25)

EXHIBIT 25

ACTIVITIES TAKEN PART IN DURING LONG HAUL TRIP

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
Total population took long haul trip (100%)	457,380	13,264	233,264	209,937
	%	%	%	%
Shopping	89	88	91	88
Sampling local foods	88	79	88	90
Dining out in restaurants	88	96	90	85
Taking pictures/filming	84	(63)	85	83
Sightseeing in cities	80	88	80	80
Visiting friends or relatives	73	79	74	71
Getting to know the local inhabitants	71	71	71	72
Visiting wilderness areas	70	79	65	76
Observing wildlife/bird watching	67	71	63	71
Visiting places of historical interest	59	67	(50)	70
Visiting amusement or theme parks	58	[75]	[65]	49
Visit national parks or forests	55	58	53	58
Visiting the seaside	55	(29)	55	57
Visiting scenic landmarks	54	63	(47)	60
Visiting galleries/museums	52	54	47	58
Visiting entertainment places	51	58	53	49
Attending festivals/special events	51	(25)	49	56
Touring the countryside	51	58	(42)	60
Sunbathing/beach activities	50	(21)	52	49
Visiting sites commemorating important people	45	54	(37)	55
Swimming	45	(17)	46	46
Going on short guided excursions or tours	38	38	36	41
Attending concerts/live theatre	35	38	34	37
Visiting places of archeological interest	33	38	(22)	44

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 25 (cont'd)

ACTIVITIES TAKEN PART IN DURING LONG HAUL TRIP

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
Total population took long haul trip (100%)	457,380	13,264	233,264	209,937
	%	%	%	%
Visiting mountainous areas	33	38	(22)	44
Attending sporting events	33	33	35	30
Visiting places of importance in military history	32	33	27	38
Visiting casinos/gambling	25	33	24	26
Water sports	15	13	17	12
Taking a day cruise	14	4	16	13
Climbing/hiking	12	21	10	14
Visiting health spas	12	[25]	14	9
Golfing/tennis	11	8	15	8
Taking a cruise of one or more nights	9	4	9	9
Fishing	8	4	8	8
Snow skiing	8	[21]	8	7
Horse riding	7	13	8	6
Hunting	4	4	3	5

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

Note: Boxed and circled numbers represent those referred to in the main text.

2.13 Satisfaction and likelihood of returning

The vast majority (91%) of long haul travelers were very satisfied with their trips. Satisfaction levels did not vary significantly by destination.

(Reference: Exhibit 26)

Overall, 89% of respondents said they would be very or somewhat likely to return to their previously visited destination, including 64% who said they would be very likely to do so.

(Reference: Exhibit 27)

EXHIBIT 26

DEGREE OF SATISFACTION WITH LONG HAUL TRIP

		DESTINATION VISITED**		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
	%	%	%	%
Very satisfied	91	100	91	91
Somewhat satisfied	8	-	9	8
Not very satisfied	1	-	1	1
Not at all satisfied	*	-	-	*
Mean + +	3.9	4.0	3.9	3.9

* Less than 0.5%
** On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.
\+ Small base size
+ + Based on "very satisfied" = 4 and "not at all satisfied" = 1

EXHIBIT 27

LIKELIHOOD OF RETURNING TO
SAME LONG HAUL DESTINATION

		DESTINATION VISITED*		
	Total	Canada	U.S. mainland	Other
Total respondents took long haul trip (100%)	838	24 +	427	384
	%	%	%	%
Very likely	64	42	71	58
Somewhat likely	25	33	22	28
	89%	75%	93%	86%
Not very likely	8	17	6	9
Not at all likely	4	8	1	6
Mean + +	3.5	3.1	3.6	3.4

* On the one long haul trip as described in Section 2.5. Some respondents did not take such a trip. Some respondents had more than one destination. Accordingly, the total column does not reflect the sum of the individual columns.

\+ Small base size

\+ + Based on "very likely" = 4 and "not at all likely" = 1

3. LIKELY VACATION DESTINATIONS

3.1 Places would like to visit overseas (unaided)

Respondents were asked on an unaided basis to name five places overseas they would like to visit on a vacation trip, as well as the one place they would most like to visit in the next two years. These questions provided an indication of the level of interest in visiting Canada and the U.S. in the context of all destinations available to travelers.

With respect to the five top choices named, Europe received the most mentions (90%), followed by the United States (56%, including 53% for the mainland and 6% for Hawaii/Guam/Samoa). Canada was mentioned by 23% of respondents.

Although the actual figures involved were lower, responses for the one top choice destination followed a similar pattern to the above.

The rank order of destinations actually visited, however, followed a somewhat different pattern. The main difference was that Europe was visited less often than would be predicted by their "like to visit" rank order. Conversely, the U.S. was visited more often than would be predicted. This would indicate that "like to visit" does not necessarily mean "likely to visit".

(Reference: Exhibit 28)

Respondents who would most like to visit Canada were more or less typical of respondents who were most interested in all other destinations. Due to the small sample size it is difficult to identify statistically significant differences. Respondents most interested in the U.S. mainland tended to be disproportionately single, male, students, 18-24 years old, living in Maracaibo, in a household with children under 18 years.

(Reference: Exhibit 29)

EXHIBIT 28

LONG HAUL DESTINATIONS WOULD LIKE TO VISIT

	Five top choices (1)	One top choice (2)	Actual destination of two most recent trips in past 3 years (3)	Gap (3)-(2)
Total respondents (100%)	1209	1209	1187	
Total population in target market (100%)	660,000	660,000	647,460	
	%	%	%	
Europe	90	46	26	-20
United States (unduplicated mentions)	(56)	(23)	(52)	(+ 29)
Mainland (including Alaska)	53	21	52	+ 31
Hawaii/Guam/Samoa	6	2	-	-2
Central/South America	31	6	5	-1
Mexico	30	8	4	-4
Far East/Asia	29	7	1	-6
Canada	23	4	3	-1
West Indies/Caribbean	15	3	8	+ 5
Central/South Africa	11	2	-	-2
Australia/New Zealand	8	1	*	*
Near/Middle East	7	1	1	-
Other South Pacific	1	-	*	*
Other	*	-	*	*

* Less than 0.5%

EXHIBIT 29

KEY DESTINATIONS WOULD MOST LIKE TO VISIT
BY DEMOGRAPHICS

	WOULD MOST LIKE TO VISIT ...					
			U.S.			
	Total	Canada	Total	Main-land	Hawaii/ Guam/ Samoa	Other
Total respondents (100%)	1209	44	272	254	18 +	890
Total population in target market (100%)	660,000	11,880	148,500	138,600	9,900	485,760
	%	%	%	%		%
Sex						
Male	50	41	59	[58]		48
Female	50	59	41	42		52
Age						
18 - 24 years	27	36	36	[36]		24
25 - 34 years	23	11	24	25		24
35 - 44 years	19	23	20	20		18
45 - 54 years	13	11	8	7		14
55 - 64 years	10	11	7	7		11
65 years or over	7	7	4	5		8
Marital status						
Single	39	43	43	[44]		38
Married	50	52	49	48		50
Living together	1	-	2	2		1
Divorced/separated/widowed	6	2	4	4		7
Other	4	2	2	2		4
Occupation						
Owner/self employed	1	-	1	1		1
Manager/executive	1	-	2	1		2
Professional/technical	36	36	36	35		35
Clerical/sales	17	14	18	18		17
Skilled worker	2	2	3	3		2
Unskilled worker	2	5	1	1		3
Student	20	18	25	[26]		18
Retired	3	5	2	2		4
Housewife	17	21	12	13		18
Region						
Caracas	60	55	52	53		64
Valencia	12	23	12	11		11
Maracaibo	11	9	19	[19]		9
Barquisimento	6	5	7	7		6
Maracay	5	2	3	4		6
San Cristobal	4	2	4	4		4
Puerto La Cruz/Barcelonga	2	5	3	2		1

\+ Data omitted due to small base size
Note: Boxed numbers represent those referred to in the main text.

EXHIBIT 29 (cont'd)

KEY DESTINATIONS WOULD MOST LIKE TO VISIT BY DEMOGRAPHICS

	WOULD MOST LIKE TO VISIT ...					
			U.S.			
	Total	Canada	Total	Main-land	Hawaii/ Guam/ Samoa	Other
Total respondents (100%)	1209	44	272	254	18 +	890
Total population in target market (100%)	660,000	11,880	148,500	138,600	9,900	485,760
	%	%	%	%		%
Education						
Some/completed primary school	7	-	3	4		9
Some/completed middle school	24	27	23	24		24
Some/completed technical school	13	9	15	15		13
Some/completed college/university	56	64	59	58		55
Life cycle						
Live alone	4	5	4	5		4
Living with one adult	11	5	7	7		12
Single with children	19	25	26	26		17
Couple with children	34	34	40	[39]		32
Other	32	32	22	23		35
Living arrangement						
Live alone	4	5	4	5		4
Living with children	54	59	66	[66]		50
Living without children	42	36	30	29		46
Mean no. of household members	4.2	4.2	4.3	4.3		4.1
Whether any household members under 18 years						
Yes	54	59	66	[66]		50
No	46	41	34	34		50
Monthly family income in Bolivares						
Under 20.000,00 Bs	15	10	15	15		16
20.001,00 - 40.000,00 Bs	36	31	35	34		36
40.001,00 - 60.000,00 Bs	23	26	26	25		22
60.001,00 - 100.000,00 Bs	17	31	16	17		16
100.001,00 - 150.000,00 Bs	5	-	4	4		6
150.001,00 - 200.000,00 Bs	3	-	3	3		3
More than 200.000,00 Bs	2	2	2	2		2
Mean (Bolivares)	51.890	53.450	51.830	52.840		51.860

\+ Data omitted due to small base size

Note: Boxed numbers represent those referred to in the main text.

3.2 Likelihood of visiting place would most like to visit

Overall, 47% of respondents said that they were either definitely or very likely to travel in the next two years to the destination they named as the one they would most like to visit. Only 13% said that it would not be likely for them to do so.

Respondents who named the U.S. mainland as their preferred destination were the most likely to expect to actually follow through on their wishes, with 68% saying they were definitely or very likely to do so.

(Reference: Exhibit 30)

EXHIBIT 30

LIKELIHOOD OF VISITING THE ONE PLACE WOULD MOST LIKE TO VISIT

	WOULD MOST LIKE TO VISIT ...					
			U.S.			
	Total	Canada	Total	Main-land	Hawaii/ Guam/ Samoa	Other
Total respondents named a destination (100%)	1206	44	272	254	18 +	890
Total population (100%)	660,000	11,880	148,500	138,600	9,900	485,760
	%	%	%	%		%
Definitely	18	16	31	32		14
Very likely	29	32	35	36	68%	28
	47%	48%	66%			42%
Somewhat likely	20	21	17	18		21
Might or might not	20	23	13	13		21
Not likely	13	9	4	2		16
Mean + +	3.2	3.2	3.8	3.8		3.0

\+ Data omitted due to small base size
+ + Based on "definitely" = 5 and "not likely" = 1
Note: Boxed numbers represent those referred to in the main text.

3.3 Places in U.S./Canada people in Venezuela might go on vacation

In order to obtain a measure of awareness of specific vacation destinations within Canada and the U.S., respondents were asked to name:

1. Five places that people might go on vacation (unaided)

2. Three other places that people might go on vacation (this time aided by maps B and C shown in Appendix II)

The above questions were asked separately for Canada and the U.S.

In the data processing stage, answers were coded exactly as given by respondents and a full listing is available under separate cover. For the purposes of the main computer tables and this report, however, responses were grouped and reported for the following categories:

Canada
- 10 provinces and two territories
- Any specific location with 50 or more mentions

U.S.
- Top states
- 11 census divisions (see Appendix III)
- Eight travel regions (see Appendix III)
- Any specific location with 75 or more mentions

For example, answers grouped into "California" would include any mentions of California plus any mentions of Los Angeles, Yosemite National Park, Disneyland, and so on. A respondent naming both Los Angeles and San Francisco, though, would only count as one California mention.

A similar coding scheme was also followed for all of the remaining questions in this section of the report.

When asked on an unaided basis to name five destinations in the U.S. and Canada to which people might go on a vacation, almost all respondents (98%) mentioned at least one place in the U.S., and the large majority mentioned at least one place in Canada (78%). On a total unaided and aided basis, virtually all respondents mentioned a place in both the U.S. and Canada.

(Reference: Exhibit 31)

EXHIBIT 31

WHETHER OR NOT RESPONDENT NAMED ANY PLACES PEOPLE MIGHT GO ON A VACATION

	5 places people might go on vacation (unaided)	3 more places people might go on vacation (aided)	Total unaided and aided mentions
Total respondents (100%)	1209	1209	1209
	%	%	%
Canada			
Yes	78	94	98
No	22	6	2
U.S.			
Yes	98	98	100
No	2	2	*

* Less than 0.5%

Specific results for awareness of vacation destinations were as follows:

Canada - On an unaided basis, the most frequently named destinations were in Ontario (89%), Quebec (80%), British Columbia (20%) and Alberta (19%).

Specific destinations with the highest level of unaided mentions were Montreal (66%), Toronto (57%), Ottawa (40%) and Quebec City (39%).

- On a total unaided and aided basis, destinations in Ontario (93%), Quebec (93%), Alberta (43%) and British Columbia (39%) continued to be the top mentions.

The top specific destinations were essentially the same as reported on an unaided basis, namely Montreal (80%), Toronto (66%), Quebec City (56%) and Ottawa (51%).

(Reference: Exhibit 32A)

U.S. - On an unaided basis, mentions were heavily skewed towards destinations in Florida (78%) and New York (69%). The next most frequent mentions were destinations in California (60%), Texas (30%) and Washington D.C. (24%).

New York City (62%) received the highest number of specific mentions on an unaided basis. The main specific mentions in Florida were Miami (55%) and Orlando (19%).

On a total unaided and aided basis, the majority of respondents (84%) mentioned at least one Florida destination. New York (80%) was also mentioned frequently. California (77%) took third place, followed by Texas (54%).

The specific destinations mentioned most frequently followed a similar pattern as seen on an unaided basis. New York City (71%) was the top mention over specific destinations in Florida i.e. Miami (60%), Orlando (21%) and Disneyworld (11%).

(Reference: Exhibit 32B)

EXHIBIT 32A

VACATION DESTINATIONS IN CANADA - AWARENESS

	5 places people might go on vacation (unaided)	3 more places people might go on vacation (aided)	Total unaided and aided mentions
Total respondents mentioned a place (100%)	947	1136	1187
	%	%	%
Provinces and Territories			
Newfoundland/Labrador	7	15	20
P.E.I.	1	1	2
Nova Scotia	4	7	10
New Brunswick	1	2	2
Quebec	80	51	93
Ontario	89	65	93
Manitoba	9	15	21
Saskatchewan	6	10	14
Alberta	19	32	43
British Columbia	20	29	39
Yukon	11	15	22
Northwest Territories	2	4	6
Specific Destinations			
Montreal	66	29	80
Toronto	57	22	66
Ottawa	40	21	51
Quebec City	39	26	56
Niagara Falls	25	15	34
Vancouver	13	15	24
Calgary	8	17	23
Labrador	6	13	17
Regina	5	8	12
Victoria	4	9	11
Winnipeg	3	5	7

EXHIBIT 32B

VACATION DESTINATIONS IN U.S. - AWARENESS

	5 places people might go on vacation (unaided)	3 more places people might go on vacation (aided)	Total unaided and aided mentions
Total respondents mentioned a place (100%)	1186	1184	1204
	%	%	%
Top States			
Florida	78	19	84
New York	69	15	80
California	60	30	77
Texas	30	27	54
Washington D.C.	24	13	36
Massachusetts	17	6	22
Nevada	14	18	30
Colorado	10	14	23
Louisiana	9	7	16
Illinois	9	7	15
Washington	8	6	14
Pennsylvania	7	10	16
Arizona	5	11	15
8 Travel Regions			
Travel South	85	44	93
Visit U.S. West	70	57	89
New England	18	7	24
Old West Trail Foundation	4	12	15
America's Heartland	42	46	71
Foremost West	17	33	45
George Washington Country	31	26	51
Great Lakes	19	26	40

EXHIBIT 32B (cont'd)

VACATION DESTINATIONS IN U.S. - AWARENESS

	5 places people might go on vacation (unaided)	3 more places people might go on vacation (aided)	Total unaided and aided mentions
Total respondents mentioned a place (100%)	1186	1184	1204
	%	%	%
11 Census Divisions			
West North Central	9	21	28
East South Central	4	9	12
New England	18	7	24
Middle Atlantic	73	25	84
Middle Atlantic (excluding New York)	11	11	21
East North Central	17	21	34
South Atlantic	87	41	94
South Atlantic (excluding Florida)	33	26	53
West South Central	39	37	64
Mountain	29	48	63
Pacific	64	39	82
Pacific (excluding California)	10	11	20
Pacific Islands	2	1	3
Atlantic Islands	1	*	1
Specific Destinations			
New York City	62	11	71
Miami	55	6	60
Los Angeles	26	8	33
Orlando	19	3	21
San Francisco	18	5	23
Boston	15	4	19
Las Vegas	11	8	19
Houston	10	4	14
Disneyworld	9	2	11
Chicago	7	5	12
New Orleans	7	4	11

* Less than 0.5%

3.4 Places in U.S./Canada ever visited and visited in past 3 years

A relatively high proportion of respondents had visited destinations in the U.S. (69%) as compared to the proportion who had visited Canada (19%) sometime in the past. The incidence of visitation in the past three years was somewhat lower at 41% for the U.S. and 5% for Canada.

(Reference: Exhibit 33)

Respondents were asked to name the places they had ever visited in Canada and the U.S., as well as those they had visited in the past three years. Not surprisingly the responses to these two questions tended to be correlated.

The comments that follow relate to the destinations visited in the past three years as these would presumably better reflect current tastes of Venezuelan travelers:

Canada - Among respondents who had traveled to Canada in the past three years, the most popular destinations were in Ontario (79%, mainly Toronto and Niagara Falls). Next in line was Quebec (62%, mainly Montreal and Quebec City).

(Reference: Exhibit 34A)

U.S. - The state most visited in the past three years was Florida (68%). The next most popular state was New York (40%, mainly New York City). A much lower proportion of respondents (19%) had actually visited California.

(Reference: Exhibit 34B)

EXHIBIT 33

VISITED CANADA OR U.S. - EVER OR IN PAST THREE YEARS

	Total
Total respondents (100%)	1209
	%
Canada	
Ever visited	19
Visited in past three years	5
U.S.	
Ever visited	69
Visited in past three years	41

EXHIBIT 34A

VACATION DESTINATIONS IN CANADA - WHETHER VISITED

	Ever visited	Visited in past 3 years
Total respondents visited Canada (100%)	226	61
	%	%
Provinces and Territories		
Newfoundland/Labrador	4	2
P.E.I.	-	-
Nova Scotia	2	-
New Brunswick	2	-
Quebec	68	62
Ontario	79	79
Manitoba	4	2
Saskatchewan	2	2
Alberta	9	8
British Columbia	15	12
Yukon	2	2
Northwest Territories	2	-
Specific Destinations		
Montreal	54	57
Toronto	49	57
Niagara Falls	35	34
Quebec City	34	26
Ottawa	29	25
Vancouver	12	8
Calgary	5	5
Victoria	2	2
Regina	2	2
Winnipeg	1	-

EXHIBIT 34B

VACATION DESTINATIONS IN U.S. - WHETHER VISITED

	Ever visited	Visited in past 3 years
Total respondents visited the U.S. (100%)	838	495
	%	%
Top States		
Florida	78	68
New York	55	40
California	33	19
Texas	22	13
Washington D.C.	17	11
Massachusetts	11	6
Louisiana	11	6
Nevada	10	5
Pennsylvania	9	7
Illinois	8	4
Colorado	7	5
Washington	6	3
Arizona	6	4
8 Travel Regions		
Travel South	82	72
Visit U.S. West	41	25
New England	12	7
Old West Trail Foundation	4	1
America's Heartland	32	18
Foremost West	15	9
George Washington Country	25	18
Great Lakes	15	9

EXHIBIT 34B (cont'd)

VACATION DESTINATIONS IN U.S. - WHETHER VISITED

	Ever visited	Visited in past 3 years
Total respondents visited the U.S. (100%)	838	495
	%	%
11 Census Divisions		
West North Central	7	3
East South Central	5	2
New England	12	7
Middle Atlantic	57	44
Middle Atlantic (excluding New York)	13	9
East North Central	14	8
South Atlantic	83	74
South Atlantic (excluding Florida)	27	16
West South Central	30	17
Mountain	22	12
Pacific	37	22
Pacific (excluding California)	9	4
Pacific Islands	1	*
Atlantic Islands	2	1
Specific Destinations		
Miami	51	39
New York City	49	35
Orlando	20	14
Los Angeles	15	8
San Francisco	10	5
Houston	9	6
Boston	9	5
New Orleans	8	3
Disneyworld	7	4
Las Vegas	7	3
Chicago	6	3

* Less than 0.5%

3.5 Places in U.S./Canada most interested in visiting/revisiting

As another measure of vacation destinations in Canada and the U.S., respondents were asked to name the three places that they were most interested in visiting or revisiting. These questions were designed to provide an indication of the potential travel market to North American destinations. Nearly all respondents named at least one place in Canada (96%) or the U.S. (98%) that they were interested in visiting.

(Reference: Exhibit 35)

Although the first choice is also reported in the tables, the following figures relate to the three destinations of greatest interest:

Canada - The provinces which respondents were most interested in visiting or re-visiting were Ontario (82%) and Quebec (81%).

Ontario's strength came primarily from Toronto (48%) and Niagara Falls (21%), while Quebec's strength came from Montreal (63%) and Quebec City (35%).

(Reference: Exhibit 36A)

U.S. - In terms of interest, Florida (51%) led all states, followed by California (48%) and New York (46%).

New York City (40%) was the specific destination most likely to be named, followed by Miami (29%) and Los Angeles (16%).

(Reference: Exhibit 36B)

EXHIBIT 35

WHETHER OR NOT NAMED ANY PLACES INTERESTED IN VISITING

Total respondents (100%)	1209
	%
Canada	
Yes	96
No	4
U.S.	
Yes	98
No	2

EXHIBIT 36A

VACATION DESTINATIONS IN CANADA - INTEREST IN VISITING

	First choice	Top three choices
Total respondents providing choices (100%)	1160	1160
	%	%
Provinces and Territories		
Newfoundland/Labrador	1	7
P.E.I.	*	*
Nova Scotia	*	3
New Brunswick	-	1
Quebec	48	81
Ontario	37	82
Manitoba	1	6
Saskatchewan	1	4
Alberta	3	17
British Columbia	5	18
Yukon	3	10
Northwest Territories	1	3
Specific Destinations		
Montreal	33	63
Toronto	17	48
Quebec City	12	35
Niagara Falls	9	21
Ottawa	7	26
Vancouver	3	12
Calgary	2	8
Victoria	1	3
Regina	*	3
Winnipeg	*	2

* Less than 0.5%

EXHIBIT 36B

VACATION DESTINATIONS IN THE U.S. - INTEREST IN VISITING

	First choice	Top three choices
Total respondents providing choices (100%)	1188	1188
	%	%
Top States		
Florida	26	51
California	19	48
New York	19	46
Texas	6	20
Washington D.C.	4	14
Nevada	4	12
Massachusetts	3	10
Colorado	2	7
Louisiana	2	6
Illinois	1	6
Washington	1	6
Pennsylvania	1	5
Arizona	1	5
8 Travel Regions		
Travel South	31	61
Visit U.S. West	26	62
New England	4	11
Old West Trail Foundation	1	5
America's Heartland	10	29
Foremost West	4	15
George Washington Country	6	19
Great Lakes	4	14

EXHIBIT 36B (cont'd)

VACATION DESTINATIONS IN THE U.S. - INTEREST IN VISITING

	First choice	Top three choices
Total respondents providing choices (100%)	1188	1188
	%	%
11 Census Divisions		
West North Central	2	7
East South Central	1	4
New England	4	11
Middle Atlantic	20	50
Middle Atlantic (excluding New York)	1	6
East North Central	3	13
South Atlantic	32	64
South Atlantic (excluding Florida)	6	20
West South Central	9	26
Mountain	8	27
Pacific	21	52
Pacific (excluding California)	2	8
Pacific Islands	1	2
Atlantic Islands	*	*
Specific Destinations		
New York City	16	40
Miami	13	29
Los Angeles	5	16
San Francisco	4	10
Boston	3	9
Las Vegas	3	9
Orlando	3	8
Disneyworld	2	5
Houston	1	4
Chicago	1	4
New Orleans	1	4

* Less than 0.5%

3.6 Summary of awareness, interest and visitation

A summary of awareness, interest and visitation is provided in Exhibits 37A and 37B. In general, awareness and interest levels followed patterns similar to each other, except that the figures for interest tended to be somewhat lower. This would be partly attributable to the fact that the interest figures were based on only three mentions per respondent, while the awareness figures (unaided) were based on up to five mentions per respondent.

Visitation, however, was a slightly different story in some instances. For example, Quebec, and specifically Montreal, were visited less often than would be predicted from their respective awareness and interest levels. On the other hand, Toronto and Niagara Falls were visited more often than would be predicted.

In the U.S. it was California that was visited less often than awareness and interest levels would indicate, suggesting an opportunity for greater growth in the California market. Florida, on the other hand, had more visitation than interest (mainly to Miami).

(Reference: Exhibits 37A and 37B)

EXHIBIT 37A

SUMMARY OF AWARENESS, INTEREST AND VISITATION - CANADA

	5 places people might go on vacation (unaided)	Top 3 places interested in visiting	Visited in past 3 years
Total respondents mentioned a place (100%)	947	1160	61
Total population (100%)	516,780	632,940	33,000
	%	%	%
Provinces and Territories			
Newfoundland/Labrador	7	7	2
P.E.I.	1	*	-
Nova Scotia	4	3	-
New Brunswick	1	1	-
Quebec	80	81	62
Ontario	89	82	79
Manitoba	9	6	2
Saskatchewan	6	4	2
Alberta	19	17	8
British Columbia	20	18	12
Yukon	11	10	2
Northwest Territories	2	3	-
Specific Destinations			
Montreal	66	63	57
Toronto	57	48	57
Ottawa	40	26	25
Quebec City	39	35	26
Niagara Falls	25	21	34
Vancouver	13	12	8
Calgary	8	8	5
Labrador	6	-	-
Regina	5	3	2
Victoria	4	3	2
Winnipeg	3	2	-

* Less than 0.5%

EXHIBIT 37B

SUMMARY OF AWARENESS, INTEREST AND VISITATION - U.S.

	5 places people might go on vacation (unaided)	Top 3 places interested in visiting	Visited in past 3 years
Total respondents mentioned a place (100%)	1186	1188	495
Total population (100%)	647,444	647,444	270,223
	%	%	%
Top States			
Florida	78	51	68
New York	69	46	40
California	60	48	19
Texas	30	20	13
Washington D.C.	24	14	11
Massachusetts	17	10	6
Nevada	14	12	5
Colorado	10	7	5
Louisiana	9	6	6
Illinois	9	6	4
Washington	8	6	3
Pennsylvania	7	5	7
Arizona	5	5	4
8 Travel Regions			
Travel South	85	61	72
Visit U.S. West	70	62	25
New England	18	11	7
Old West Trail Foundation	4	5	1
America's Heartland	42	29	18
Foremost West	17	15	9
George Washington Country	31	19	18
Great Lakes	19	14	9

EXHIBIT 37B (cont'd)

SUMMARY OF AWARENESS, INTEREST AND VISITATION - U.S.

	5 places people might go on vacation (unaided)	Top 3 places interested in visiting	Visited in past 3 years
Total respondents mentioned a place (100%)	1186	1188	495
Total population (100%)	647,444	647,444	270,223
	%	%	%
11 Census Divisions			
West North Central	9	7	3
East South Central	4	4	2
New England	18	11	7
Middle Atlantic	73	50	44
Middle Atlantic (excluding New York)	11	6	9
East North Central	17	13	8
South Atlantic	87	64	74
South Atlantic (excluding Florida)	33	20	16
West South Central	39	26	17
Mountain	29	27	12
Pacific	64	52	22
Pacific (excluding California)	10	8	4
Pacific Islands	2	2	*
Atlantic Islands	1	*	1
Specific Destinations			
New York City	62	40	35
Miami	55	29	39
Los Angeles	26	16	8
Orlando	19	8	14
San Francisco	18	10	5
Boston	15	9	5
Las Vegas	11	9	3
Houston	10	4	6
Disneyworld	9	5	4
Chicago	7	4	3
New Orleans	7	4	3

* Less than 0.5%

3.7 Level of interest in visiting/revisiting U.S./Canada in next 5 years

As an additional measure of vacation potential, respondents were asked how interested they were in visiting or revisiting Canada and the U.S. in the next 5 years. The results were encouraging as 86% were interested in Canada, including 37% who were very interested. Even more respondents (94%) were interested in the U.S., including 65% who were very interested.

(Reference: Exhibit 38)

EXHIBIT 38

INTEREST IN VISITING CANADA OR U.S.

	Canada		U.S.	
Total respondents (100%)	1209		1209	
	%		%	
Very interested	37	86%	65	94%
Somewhat interested	49		29	
Not interested	14		6	
Mean +	2.2		2.6	

+ Based on "very interested" = 3 and "not interested" = 1

4. PERCEPTIONS OF CANADA/U.S. VS. IMPORTANCE RATINGS

4.1 Perception ratings

In order to obtain very specific information regarding the images of the vacation products available in Canada and the U.S., respondents were asked to compare the two countries against other overseas destinations on a series of attributes using a five point scale as follows:

	Weight
A lot better	+2
A little better	+1
The same	0
Not quite as good	-1
Not nearly as good	-2

The weights were added at the data processing stage as respondents only answered on the verbal scale.

Canada was rated on a total of 32 attributes while the U.S. was rated on a total of 34 attributes. Although basically similar, there were several differences in the lists of attributes selected to rate each country.

Due to concerns about potential fatigue, respondents were randomly asked to rate either Canada or the U.S. but not both i.e. approximately half the sample rated each destination.

The majority of mean ratings for Canada and the U.S. were positive, indicating a better than average rating on almost every attribute. The following observations can be made:

Canada - The highest rated attributes were all related to Canada's outdoors. Attributes relating to Canada's natural environment included outstanding scenery (+0.92), national parks and forests (+0.90), and seeing wildlife in a natural setting (+0.73). Activities relating to the outdoors included snow skiing (+0.94), and hiking and climbing (+0.73). Canada was also seen as a clean (+0.78) and safe (+0.76) destination to visit.

The only true negative about Canada was perceived to be its beaches for swimming and sunning (-0.51), while water sports (+0.05) do not appear to be highly regarded. The next lowest rating went to nightlife and entertainment (+0.19). Cost was another relatively weak area based on the ratings given to budget accommodation (+0.23), inexpensive travel to the country (+0.30), inexpensive restaurants (+0.28) and value for vacation money (+0.24).

(Reference: Exhibit 39)

U.S. - The U.S. was strongly rated for its entertainment opportunities including amusement or theme parks (+1.41), casinos and gambling (+0.88), variety of things to see and do (+0.85), and nightlife and entertainment (+0.82). In a related vein it received high ratings for first class hotels (+0.96) and fast food restaurants (+1.21). Opportunities to increase knowledge (+0.91) and to escape from the ordinary (+0.84) were also well regarded features of the U.S.

Though not a true negative, the U.S.'s main weakness was interesting and friendly local people (+0.14). Budget accommodation (+0.27) also received a fairly low rating. Beaches for swimming and sunning (+0.30), hunting (+0.33) and value for vacation money (+0.33) represented other comparatively poor areas.

(Reference: Exhibit 40)

EXHIBIT 39

PERCEPTIONS OF **CANADA** ON VARIOUS PRODUCT ATTRIBUTES AS COMPARED WITH OTHER OVERSEAS DESTINATIONS*

Total respondents rating Canada (100%)	Total 592
	mean score
Snow skiing	+0.94
Outstanding scenery	+0.92
National parks and forests	+0.90
Hygiene and cleanliness	+0.78
Personal safety	+0.76
Seeing wildlife in a natural setting	+0.73
Outdoor activities such as hiking, climbing	+0.73
Public transportation	+0.69
First class hotels	+0.60
Unique native cultural groups (Eskimo, Indian, etc.)	+0.57
Interesting and friendly local people	+0.48
Variety of things to see and do	+0.46
Spectator sporting events	+0.46
Amusement or theme parks	+0.44
Live theatre and concerts	+0.41
Fishing	+0.40
High quality restaurants	+0.39
Unique immigrant cultural groups	+0.39
Museums and art galleries	+0.38
Historical sites and buildings	+0.38
Kinds of things like to do on vacation	+0.37
Hunting	+0.35
Inexpensive travel in destination country	+0.33

* Mean scores based on "a lot better" = +2
"a little better" = +1
"the same" = 0
"not quite as good" = -1
"not nearly as good" = -2

EXHIBIT 39 (cont'd)

PERCEPTIONS OF **CANADA** ON VARIOUS PRODUCT ATTRIBUTES AS COMPARED WITH OTHER OVERSEAS DESTINATIONS*

	Total
Total respondents rating Canada (100%)	592
	mean score
Inexpensive travel to destination country	+0.30
Shopping	+0.29
Inexpensive restaurants	+0.28
Local festivals	+0.28
Value for vacation money	+0.24
Budget accommodation	+0.23
Nightlife and entertainment	+0.19
Water sports	+0.05
Beaches for swimming and sunning	-0.51

* Mean scores based on "a lot better" = +2
"a little better" = +1
"the same" = 0
"not quite as good" = -1
"not nearly as good" = -2

EXHIBIT 40

PERCEPTIONS OF **THE U.S.** ON VARIOUS PRODUCT ATTRIBUTES AS COMPARED WITH OTHER OVERSEAS DESTINATIONS*

	Total
Total respondents rating the U.S. (100%)	598
	mean score
Amusement or theme parks	+ 1.41
Fast food restaurants	+ 1.21
First class hotels	+ 0.96
Shopping	+ 0.92
Public transportation	+ 0.91
Opportunities to increase knowledge	+ 0.91
Casinos and gambling	+ 0.88
Variety of things to see and do	+ 0.85
Opportunity to escape from the ordinary	+ 0.84
Nightlife and entertainment	+ 0.82
National parks and forests	+ 0.80
Resort areas	+ 0.77
Availability of package vacations	+ 0.75
Kinds of things like to do on vacation	+ 0.75
Water sports	+ 0.68
Opportunity to be daring and adventuresome	+ 0.68
Live theatre and concerts	+ 0.67
Personal safety	+ 0.60
Unique immigrant cultural groups	+ 0.55
Historical sites and buildings	+ 0.55
Outdoor activities such as hiking, climbing	+ 0.53
Inexpensive restaurants	+ 0.52
Outstanding scenery	+ 0.52

* Mean scores based on "a lot better" = + 2
"a little better" = + 1
"the same" = 0
"not quite as good" = -1
"not nearly as good" = -2

EXHIBIT 40 (cont'd)

PERCEPTIONS OF THE U.S. ON VARIOUS PRODUCT ATTRIBUTES AS COMPARED WITH OTHER OVERSEAS DESTINATIONS*

	Total
Total respondents rating the U.S. (100%)	598
	mean score
Museums and art galleries	+0.48
Unique native cultural groups (Eskimo, Indian, etc.)	+0.37
Fishing	+0.37
High quality restaurants	+0.36
Snow skiing	+0.35
Mountainous areas	+0.34
Value for vacation money	+0.33
Hunting	+0.33
Beaches for swimming and sunning	+0.30
Budget accommodation	+0.27
Interesting and friendly local people	+0.14

* Mean scores based on "a lot better" = +2
"a little better" = +1
"the same" = 0
"not quite as good" = -1
"not nearly as good" = -2

4.2 Perception vs. importance - total sample

While perception ratings are useful in themselves, additional insight can be obtained by comparing these ratings with their importance to respondents. For example, a particularly high or low perception rating would become irrelevant if it was determined that the attribute was of low importance.

With this in mind, perception ratings were plotted against importance ratings in order to give a visual summary of their relationship. (Importance ratings are presented in more detail in Section 6 of this report.) The top areas of the plots are those of most relevance as they correspond to the areas of greatest importance.

The area in the top right of each map or plot represents attributes of high importance and high perception, and thus identifies major strengths. On the other hand, the area in the top left of each map represents high importance and low perception, i.e. major weaknesses.

Vertical and horizontal lines have been drawn on each map to divide it into quadrants. It should be noted that the locations of these lines are basically arbitrary, but have been selected to roughly split the attributes into equal fourths. For example, a roughly equal number of attributes would appear above the horizontal line as would appear below it.

It should also be noted that the maps for Canada include 28 attributes while the maps for the U.S. include 31 attributes for which both perception and importance ratings are available. Perception ratings are available for some further attributes, but since corresponding importance ratings were not obtained, these could not be included in the map.

The following observations can be made:

Canada - Canada's clear strength was its hygiene and cleanliness and personal safety. Also a strength was the outstanding scenery, specifically the national parks and forests. Other competitive advantages included public transportation and amusement or theme parks.

At the same time, Canada was at a competitive disadvantage in terms of its beaches for swimming and sunning. It was also relatively poorly regarded for providing inexpensive travel, budget accommodation and generally value for vacation money. Other relative weaknesses included shopping, museums, live theatre and local festivals.

(Reference: Exhibit 41)

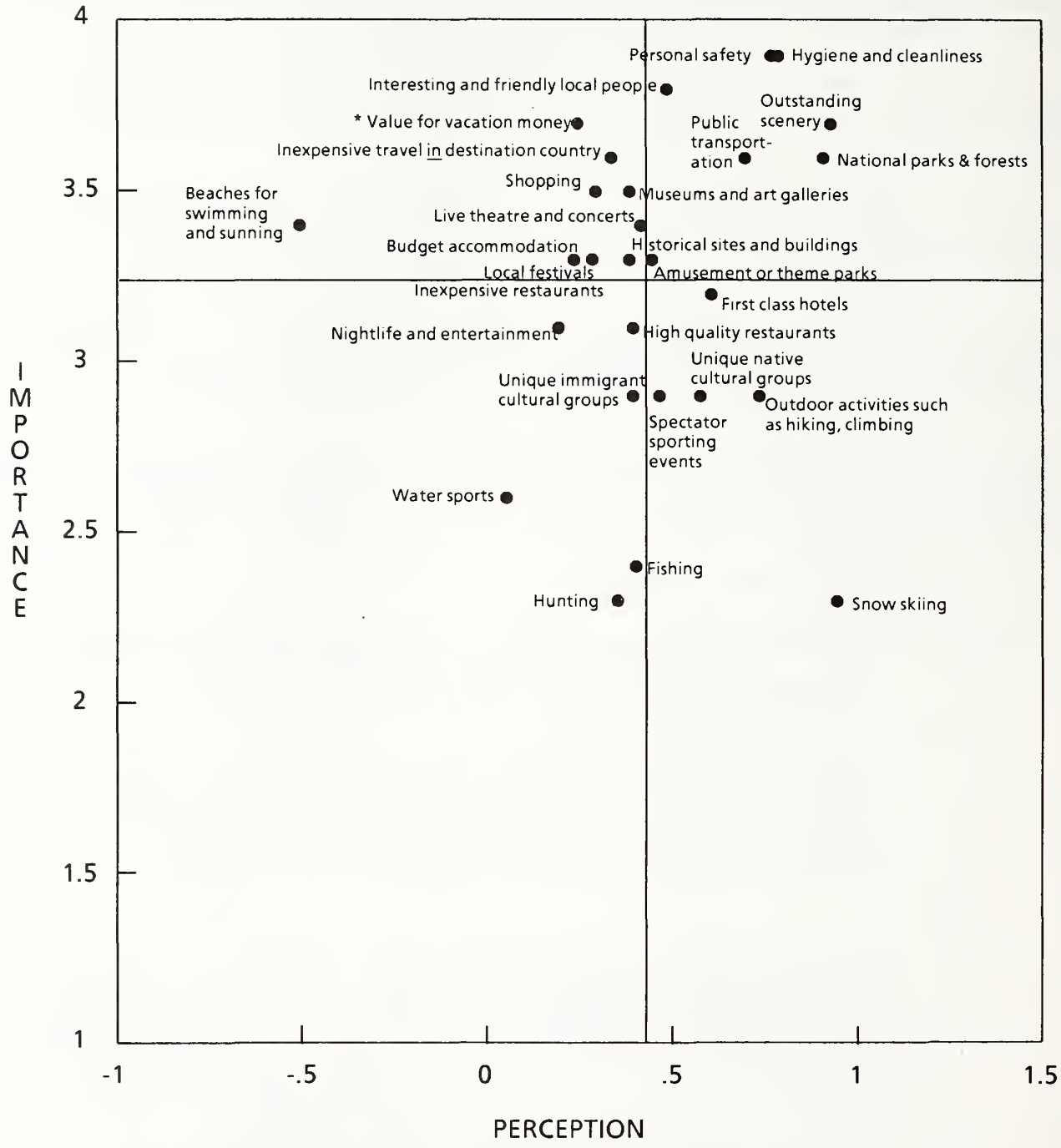
U.S. - Two of the main strengths of the U.S. were its opportunities to increase knowledge and to escape from the ordinary. Its national parks and forests and public transportation were also seen as positive attributes. It also had a competitive advantage in terms of its shopping, live theatre, resort areas, amusement or theme parks and fast food restaurants.

The main weakness for the U.S. was interesting and friendly local people. Other weaknesses were value for vacation money, museums, beaches for swimming and sunning, budget accommodation and mountainous areas.

(Reference: Exhibit 42)

EXHIBIT 41

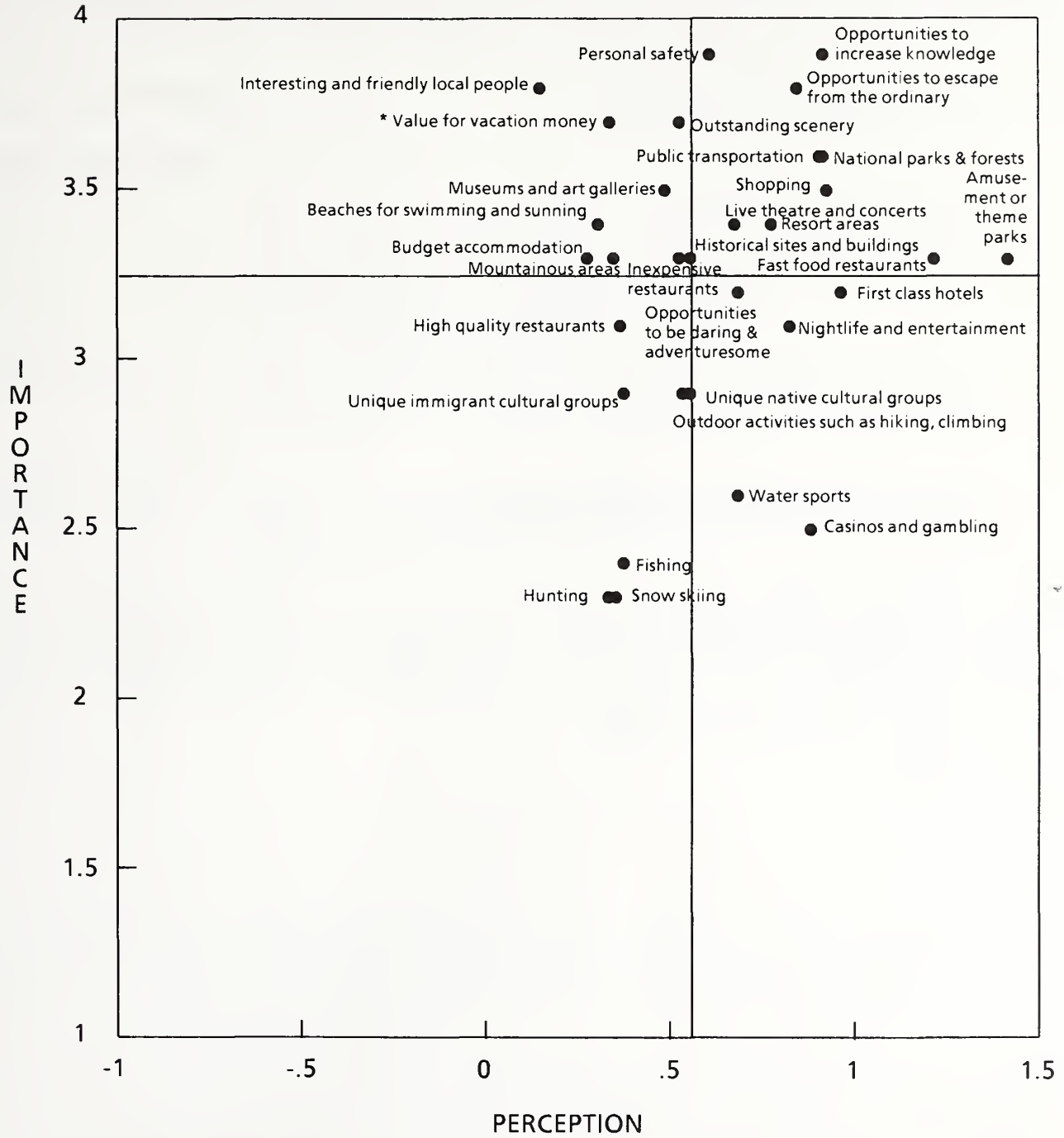
ATTRIBUTE IMPORTANCE VS. PERCEPTION - CANADA



* Importance rating came from Question 11 unlike all other items which came from Question 14. Since Question 11 used a different scale, the position of this point is not strictly speaking comparable and is provided for information purposes only.

EXHIBIT 42

ATTRIBUTE IMPORTANCE VS. PERCEPTION - U.S.



* Importance rating came from Question 11 unlike all other items which came from Question 14. Since Question 11 used a different scale, the position of this point is not strictly speaking comparable and is provided for information purposes only.

4.3 Most appealing feature of Canada as a vacation destination

Respondents who had ever traveled to Canada were asked what one thing about it would make them recommend it as a vacation destination. This was an open ended question and respondents' answers were grouped into several different categories. This question was not asked regarding the U.S.

The most frequent mention was specific locations (50%) with most of the remaining mentions relating to landscape and climate (38%).

(Reference: Exhibit 43)

EXHIBIT 43

MOST APPEALING FEATURE OF CANADA
AS A VACATION DESTINATION

	Total
Total respondents ever visited Canada (100%)	178
	%
Specific locations	50
Landscape/climate	38
Amenities	16
Other miscellaneous mentions	14
Other	5

5. SEGMENTATION OVERVIEW

One of the main objectives of this study was to segment* the target travel market on an attitudinal, motivational and product wants/needs basis. This was necessary to achieve a better understanding of international travelers so that sound information, beyond demographics and behavioural characteristics, could be gathered for marketing purposes.

A total of three separate segmentation analyses were performed for this study, each relating to a different series of attributes as follows:

Travel philosophy segmentation - Based on a series of 25 agree-disagree statements relating to how people think about travel in an overall sense as well as how they prefer to travel. The statements took in a variety of issues ranging from making travel arrangements to preferences for different kinds of trips.

Benefit segmentation - Based on the importance ratings of a series of 30 items relating to reasons people might want to go on vacation and to experiences they might be looking for.

Product segmentation - Based on the importance ratings of 54 different activities, features, and amenities that are important in the selection of a vacation destination.

The main benefit of any segmentation analysis is that segments with like characteristics are identified, so that from a marketing standpoint it becomes possible to appeal to the actual needs and wants associated with each segment. In other words, since each segment is looking for different things, a different marketing strategy is appropriate and can be developed for each one.

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* The segmentation was accomplished using a K-means cluster analysis which is a multivariate statistical analysis technique that divides the market into groups or clusters of respondents sharing similar profiles. The clusters are developed so that respondents within a given segment are as similar as possible to each other, while respondents in different segments are as different as possible from each other.

Segmentation, or cluster, analysis is typically performed on respondent ratings on a series of statement or attribute items presented to them. Accordingly, each respondent has a profile as revealed by their response to the various ratings items. Since it is a multivariate technique, cluster analysis simultaneously considers each respondent's ratings of each item (i.e. each respondent's overall pattern of response) in assigning that respondent to a particular cluster group or segment.

Furthermore, it is usual for the segments to range from high to low marketing potential, so that the main effort can be directed towards the high potential segments as a means of increasing the overall efficiency of marketing activity.

The key advantages of performing three separate segmentations as done in this study are:

1. It provides three different views of the thought processes of international travelers.

2. It becomes possible to cross-profile one set of segment solutions with each of the other two sets.

With respect to this latter point, a standard procedure in any segmentation analysis is to profile the resulting segments in terms of key demographic and behavioural data as a means of better understanding each particular group. Cross-profiling against the other sets of segment solutions gives further insight regarding the make-up of each group and enables better strategic planning for marketing development and policy purposes.

For the purposes of this report, the product segments form the marketing framework on which the analysis is based. These segments describe what products travelers from different countries want. They are therefore the most useful in indicating which products Canada and the U.S. should develop and market to appeal to their tastes. The other two segment approaches, travel philosophy and benefit, are also useful in their own right, and in this report they are used to profile the travelers in each of the product segments. In other words, in the same way that variables such as sex and age can be used to describe the product segments demographically, so too can travel philosophy and benefit segments be used to describe the product segments attitudinally.

It should be emphasized that this approach is only one of several that are possible. For example, some readers might begin with the benefit segments to form a marketing framework, and then use the travel philosophy and product segments as the profiling variables. This type of approach would be equally valid as the one used in this report, and potentially more useful for some other applications.

It is important to point out that the segmentation analyses performed are obviously based on the respondents in the sample i.e. the target long haul travel market. As this target market represents about 20% of the total adult population of Venezuela (in the ABC social classes), it is a somewhat narrowly defined segment in itself. The analyses performed here are an attempt to further segment the long haul travel market, and the results should certainly not be extrapolated to the population of Venezuela as a whole.

In the following sections of this report, an understanding of what each segment consists of is provided by presenting the statements for each segment with the highest and lowest deviations from the overall mean (for that particular statement). For example, if a segment had a mean rating of 3.5 on a specific statement and the total sample had a mean rating of 3.0, then the deviation from the overall mean for that statement would be +0.5.

These deviations show what tends to be important to a specific segment. Furthermore, deviations may show that a specific segment includes more than one type of interest. It should be noted that a high positive deviation does not necessarily mean that an attribute is important in an absolute sense, but rather that it distinguishes a particular segment in a relative sense. Similarly, an attribute of uniformly high importance to all groups would not appear as a differentiating variable in terms of deviations from the mean. The deviations therefore serve only to differentiate the segments on a relative basis.

6. PRODUCT SEGMENTATION - I

The product segments are examined in two sections of this report. The present section introduces the product segments and their differentiating features. In Section 9 they are discussed in terms of their inter-relationships with the travel philosophy and benefit segments, and the resulting implications to be drawn.

6.1 Overview

This analysis was conducted based on the importance ratings given to a list of 54 activities, features and amenities that might be found at a vacation destination.

Venezuelan travelers rated hygiene and cleanliness, opportunities to increase knowledge and personal safety (each at 3.9) as the most important product needs. Of almost equal importance were environmental concerns, and interesting and friendly local people (each at 3.8). Items such as golf and tennis (2.1), hunting (2.3), fishing (2.4), snow skiing (2.3), and campgrounds (2.3) were rated as least important.

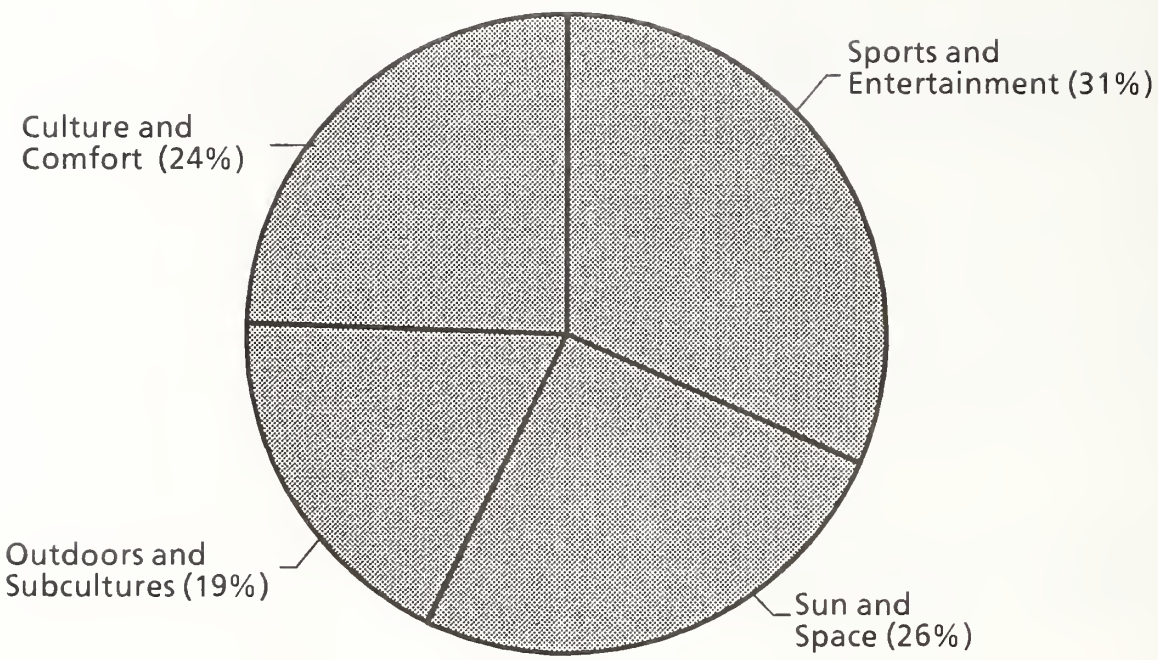
(Reference: Exhibit 46)

6.2 Segments

The analysis yielded four different product segments.

EXHIBIT 44

PRODUCT SEGMENTS*



*Based on total sample of 1,209 respondents.

As noted earlier, these segments are best understood by examining the statements for each segment having the highest and lowest deviations from the overall mean for a statement. It should be remembered that these deviations provide a relative rather than an absolute comparison of the various segments.

The following are brief descriptions of the product segments relative to each other:

Sports and Entertainment traveler (31%)

- **Sports and Entertainment** travelers like to participate in a variety of sports such as golf and tennis, water sports and snow skiing - the specific activities depending on when and where they take their vacations. They also enjoy being entertained in the form of spectator sporting events, nightlife, gambling and amusement or theme parks. There is a hint of the high life sought after by this group in terms of various amenities desired.

Sun and Space traveler (26%)

- **Sun and Space** travelers are very single-minded, compared to other travelers, in their wish for warm sunny weather and wide open spaces while on vacation.

Outdoors and Subcultures traveler (19%)

- **Outdoors and Subcultures** travelers are into both native and immigrant cultural groups, with a marked preference for outdoor activities such as camping, hiking and climbing. These interests include some concern for saving money in the form of inexpensive restaurants and inexpensive travel within their destination.

Culture and Comfort traveler (24%)

- **Culture and Comfort** travelers are also driven by a desire to experience native and immigrant cultural groups, but within a highly developed vacation destination. High quality restaurants and first class hotels, as well as live theatre and museums or art galleries, are an essential part of the travel experience they seek.

(Reference: Exhibit 47)

In order to provide a visual representation of the differences among the product segments, a discriminant map of the results was produced. For a description of how to interpret a discriminant map see Appendix V.

The two dimensions in the discriminant map accounted for 81% of the variance in the differences among the segment groups. For the sake of clarity only the most important attributes (i.e. the ones with the most discriminating ability) are shown on the map.

The Outdoors and Subcultures segment appears in the far right part of the map associated with such attributes as "unique/different native cultural groups", "unique/different immigrant cultural groups", "outdoor activities", and "campgrounds and trailer parks".

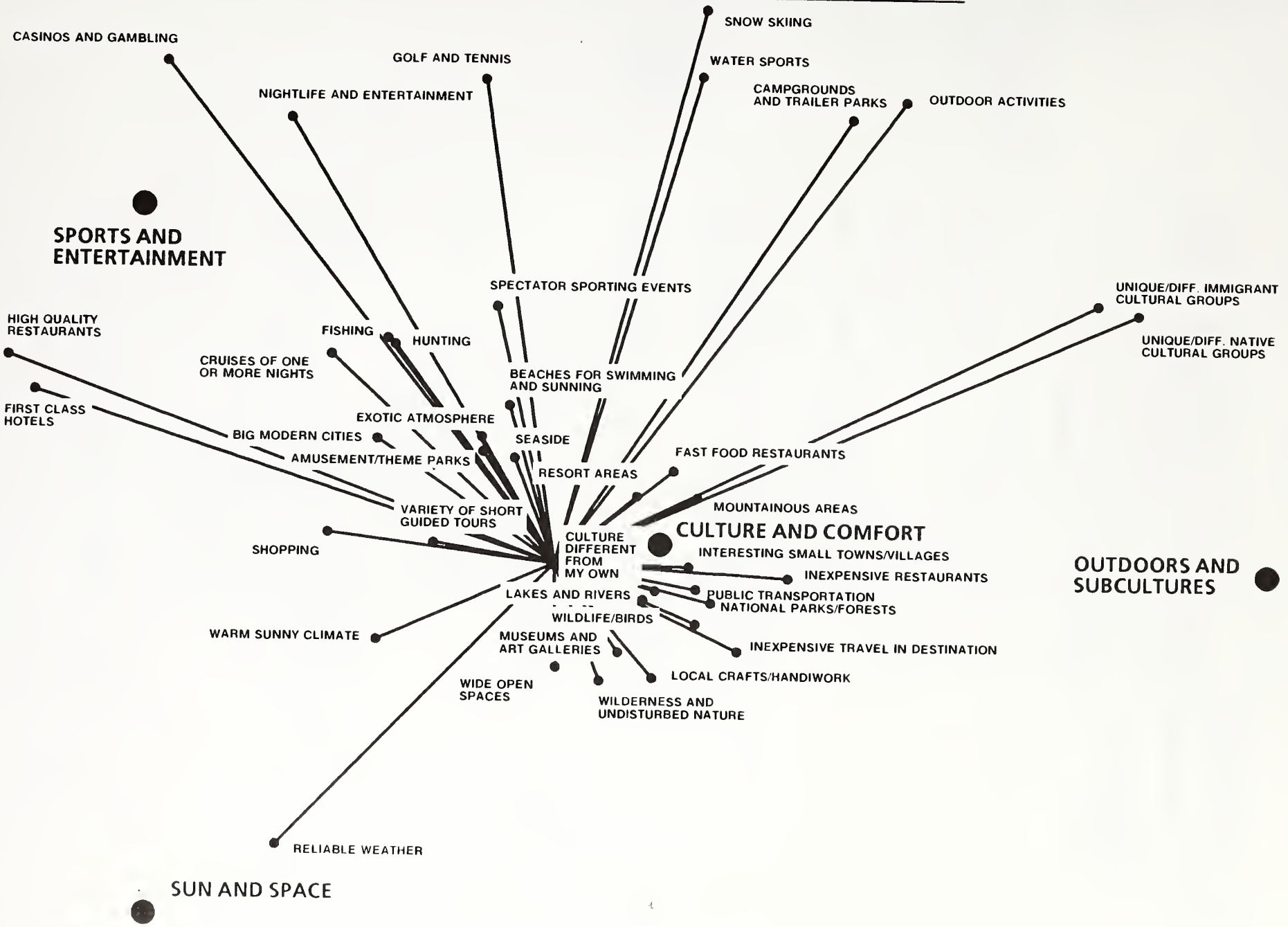
The Culture and Comfort segment appears close to the centre of the map associated with the same two "cultural group" attributes as the Outdoors and Subcultures segment, as well as "culture different from my own" and "interesting small towns/villages".

The position of the Sun and Space group reflects its interest in "reliable weather", "warm sunny climate" and "wide open spaces". The Sports and Entertainment group in turn has an interest in sports such as "golf and tennis", as well as "nightlife and entertainment" and "casinos and gambling".

(Reference: Exhibit 45)

EXHIBIT 45

DISCRIMINANT MAP FOR TRAVEL PRODUCT SEGMENTS



6.3 Segment profiles

The following characteristics disproportionately describe each product segment:

Sports and Entertainment traveler

- Demographics

  More likely than average to be:

  - male
  - younger (18-24 years)
  - single with children
  - living in Caracas
  - college/university educated

- Travel behaviour

  More likely than average to have:

  - taken more pleasure trips in past 3 years
  - taken a package trip
  - rented a car in the U.S.
  - wanted to visit U.S. mainland

  Less likely than average to have:

  - stayed with friends and relatives or taken a VFR trip

- Media

  More likely than average to read El Universal, Hola and Estampas

Sun and Space traveler

- Demographics

  More likely than average to be:

  - female
  - older (55-64 years)
  - married
  - a homemaker
  - primary school educated

- Travel behaviour

  More likely than average to have:

  - taken fewer pleasure trips in past 3 years
  - visited Europe in past 3 years
  - taken a longer long haul trip
  - traveled in the summer
  - used a travel agent
  - stayed with friends and relatives rather than book accommodation

  Less likely than average to have:

  - traveled to the U.S. in past 3 years

- Destinations of interest in Canada/U.S.

  More likely than average to be interested in:
  - visiting Quebec City
  - visiting Florida, specifically Miami

  Less likely than average to be interested in:
  - visiting California

Outdoors and Subcultures traveler

- Demographics

  Resemble the total sample on all characteristics

- Travel behaviour

  More likely than average to have:
  - traveled by train in the U.S.
  - taken a non-package trip

- Media

  Less likely than average to read El Universal and more likely to read Geomundo

Culture and Comfort traveler

- Demographics

  More likely than average to be:
  - older (over 24 years)
  - married
  - in a professional/technical occupation
  - college/university educated

- Travel behaviour

  Less likely than average to have:
  - traveled in the summer
  - traveled by plane in the U.S.

- Media

  More likely than average to read El Nacional and Feriado

(Reference: Exhibits 48 to 52)

EXHIBIT 46

IMPORTANCE OF PRODUCT STATEMENTS - MEAN SCORES
(Maximum possible = 4.0, minimum possible = 1.0)

	Total
Total respondents	1209
Hygiene and cleanliness	3.9
Opportunities to increase knowledge	3.9
Personal safety	3.9
Environmental quality of air, water and soil	3.8
Interesting and friendly local people	3.8
Outstanding scenery	3.7
Warm welcome for tourists	3.7
Culture different from my own	3.7
Manageable size to see	3.7
Wilderness and nature	3.7
Public transportation	3.6
Inexpensive travel in destination	3.6
Historic old cities	3.6
Wildlife or birds	3.6
Good shopping	3.5
Local cuisine	3.5
Lakes and rivers	3.5
Wide open spaces	3.5
Interesting smaller towns and villages	3.5
Museums and art galleries	3.5
Seaside	3.5
Reliable weather	3.4
Warm, sunny climate	3.4
Resort areas	3.4
Good beaches for swimming and sunning	3.4
Local crafts	3.4
Live theatre and concerts	3.4
Big modern cities	3.4

EXHIBIT 46 (cont'd)

IMPORTANCE OF PRODUCT STATEMENTS - MEAN SCORES
(Maximum possible = 4.0, minimum possible = 1.0)

	Total
Total respondents	1209
Exotic atmosphere	3.3
Historical sites and buildings	3.3
Local festivals	3.3
Inexpensive restaurants	3.3
Budget accommodation	3.3
Amusement or theme parks	3.3
Fast food restaurants	3.3
Mountainous areas	3.3
First class hotels	3.2
Variety of short guided tours	3.1
Nightlife and entertainment	3.1
Cruises of one or more nights	3.1
High quality restaurants	3.1
Spectator sporting events	2.9
Unique immigrant cultural groups	2.9
Outdoor activities such as hiking, climbing	2.9
Unique native cultural groups (Eskimo, Amish, etc.)	2.9
Bed and breakfast	2.9
National parks and forests	2.6
Water sports	2.6
Casinos and gambling	2.5
Good fishing	2.4
Campgrounds and trailer parks	2.3
Snow skiing	2.3
Good hunting	2.3
Golf and tennis	2.1

EXHIBIT 47

TRAVEL PRODUCT SEGMENTS

	Deviation from overall statement mean
SPORTS AND ENTERTAINMENT (31%)	
Casinos and gambling	+0.8
Nightlife and entertainment	+0.7
Snow skiing	+0.6
Water sports	+0.6
Campgrounds and trailer parks	+0.5
Golf and tennis	+0.5
Wilderness and undisturbed nature	-0.2
Museums/art galleries	-0.2
Local crafts/handiwork	-0.2
National parks/forests	-0.2
See wildlife/birds don't usually see	-0.2
Inexpensive travel within destination	-0.2
SUN AND SPACE (26%)	
Reliable weather	+0.4
Wide open spaces	+0.2
Warm, sunny climate	+0.2
Nightlife and entertainment	-0.5
Casinos and gambling	-0.5
Golf and tennis	-0.6
Campgrounds and trailer parks	-0.7
Unique and different immigrant cultural groups	-0.7
Unique and different native cultural groups	-0.7
Water sports	-0.7
Outdoor activities like hiking/climbing	-0.8
Snow skiing	-0.8

EXHIBIT 47 (cont'd)

TRAVEL PRODUCT SEGMENTS

	Deviation from overall statement mean
OUTDOORS AND SUBCULTURES (19%)	
Campgrounds and trailer parks	+ 0.4
Unique and different native cultural groups	+ 0.4
Unique and different immigrant cultural groups	+ 0.3
Inexpensive restaurants	+ 0.3
Outdoor activities	+ 0.3
Nightlife and entertainment	-0.3
Cruises of one or more nights	-0.3
Casinos and gambling	-0.4
First class hotels	-0.7
Budget accommodation	-0.8
CULTURE AND COMFORT (24%)	
Unique and different native cultural groups	+ 0.5
Unique and different immigrant cultural groups	+ 0.5
High quality restaurants	+ 0.4
Live theatre/concerts	+ 0.3
Historical/military/archeological sites	+ 0.3
Casinos and gambling	-0.3
Warm sunny climate	-0.3
Seaside	-0.4
Good beaches for swimming and sunning	-0.5

EXHIBIT 48

PRODUCT SEGMENTS - DEMOGRAPHICS

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Subcultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
Sex					
Male	50	[57]	42	51	50
Female	50	43	[58]	49	50
Age					
18 - 24 years	27	[47]	(11)	32	(16)
25 - 34 years	23	26	17	26	24
35 - 44 years	19	16	21	17	23
45 - 54 years	13	6	19	12	17
55 - 64 years	10	4	[20]	9	11
65 years or over	7	2	12	6	10
Marital status					
Single	40	[58]	21	44	31
Married	50	36	[62]	48	[56]
Living together	1	2	2	*	2
Divorced/separated/widowed	6	4	6	6	9
Other	4	1	9	2	3
Occupation					
Owner/self employed	1	2	2	1	1
Manager/executive	1	1	1	2	2
Professional/technical	36	34	30	38	[43]
Clerical/sales	17	16	22	15	14
Skilled worker	2	2	1	3	4
Unskilled worker	2	1	4	3	3
Student	20	[35]	(7)	22	12
Retired	3	1	5	3	5
Housewife	17	9	[29]	14	18
Region					
Caracas	60	[67]	59	55	55
Valencia	12	10	10	14	15
Maracaibo	11	10	12	12	12
Barquisimento	6	5	8	8	6
Maracay	5	4	6	7	5
San Cristobal	4	5	4	4	4
Puerto La Cruz/Barcelona	2	*	2	2	3

* Less than 0.5%

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 48 (cont'd)

PRODUCT SEGMENTS - DEMOGRAPHICS

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
Education					
Some/completed primary school	7	2	[15]	6	6
Some/completed middle school	24	21	29	23	20
Some/completed technical school	13	14	12	15	12
Some/completed college/university	56	[62]	(44)	56	[63]
Life cycle					
Living alone	4	5	5	2	4
Living with one adult	11	7	14	11	11
Single with children	19	[28]	12	19	16
Couple with children	34	29	38	33	36
Other	32	30	31	35	33
Living arrangement					
Live alone	4	5	5	2	4
Living with children	54	57	53	52	52
Living without children	42	38	42	46	44
Mean no. of adults 18 years or over in household	3.3	3.3	3.1	3.3	3.4
Whether any children under 18 years in household					
Yes	54	57	53	52	52
No	46	43	47	48	48
Monthly family income in Bolivares					
Under 20.000,00 Bs	15	14	17	17	15
20.001,00 - 40.000,00 Bs	36	31	38	38	36
40.001,00 - 60.000,00 Bs	23	23	23	24	21
60.001,00 - 100.000,00 Bs	17	20	13	16	19
100.001,00 - 150.000,00 Bs	5	6	6	4	5
150.001,00 - 200.000,00 Bs	3	4	2	1	3
More than 200.000,00 Bs	2	3	2	1	*
Mean (Bolivares)	51.890	57.680	49.450	47.000	51.480

* Less than 0.5%

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 49

PRODUCT SEGMENTS - TRAVEL CHARACTERISTICS

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
Mean no. of 4 + night pleasure trips in past 3 years	5.8	[6.4]	(4.9)	5.1	5.4
Destinations visited by plane in past 3 years*					
Short haul					
- Venezuela	34	39	33	29	32
- Within Map "A"	12	16	13	15	6
Long haul	89	87	91	88	91
Destinations visited on two most recent long haul trip**					
U.S. total (unduplicated mentions)	(52)	(57)	(44)	(46)	(56)
Mainland U.S.	52	57	(44)	46	56
Hawaii/Guam/Samoa	-	-	-	-	-
Europe	26	19	[35]	26	27
West Indies/Caribbean	8	12	5	8	6
South America	5	5	8	7	2
Mexico	4	3	4	6	4
Canada	3	3	1	4	4
Other	2	2	3	3	1

* Based on 943 respondents who had actually taken at least one such trip
** Based on 1,183 such trips taken by respondents
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 49 (cont'd)

PRODUCT SEGMENTS - TRAVEL CHARACTERISTICS

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Subcultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
One long haul destination most like to visit					
Europe	46	41	50	46	49
Total U.S. (unduplicated mentions)	(23)	(29)	(18)	(22)	(19)
U.S. mainland	21	28	17	21	18
Hawaii/Guam/Samoa	2	2	1	1	2
Mexico	8	6	10	8	8
Far East/Asia	7	7	5	8	10
South America	6	4	8	7	6
Canada	4	4	4	5	3
West Indies/Caribbean	3	4	2	3	1
Africa	2	1	2	1	2
Near/Middle East	1	1	1	*	2
Australia/New Zealand	1	2	1	1	*

* Less than 0.5%

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 49 (cont'd)

PRODUCT SEGMENTS - TRAVEL CHARACTERISTICS

		PRODUCT SEGMENT			
	Total	Sports and Enter-tainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total respondents took long haul trip (100%)	838	254	218	153	204
	%	%	%	%	%
Mean no. of nights away on trip	23.7	19.8	[30.3]	25.8	21.5
Season trip was taken					
Winter	23	21	22	27	23
Spring	13	11	12	11	17
Summer	40	42	[48]	34	(32)
Fall	25	25	18	28	28
Type of trip (two most recent)*					
Visit friends and relatives	41	(31)	40	44	40
Touring trip	33	37	32	33	32
Combined business and pleasure	16	19	17	14	17
Resort	4	6	3	2	3
Exhibition/special event/theme park	3	3	3	6	3
City trip	2	2	4	1	4
Other	1	1	-	1	-
People traveled with					
Traveled alone	38	37	41	33	38
Wife/husband/girl friend/boy friend	24	18	28	23	28
Other relatives	22	24	20	22	20
Child(ren)	14	13	16	17	13
Father/mother	11	18	7	11	7
Friends	6	6	3	9	8
Organized group/club/etc.	2	2	1	3	2
Business associates/colleagues	1	1	-	1	3
Mean no. of people in travel party	2.5	2.7	2.2	2.6	2.6
Mean no. of children under 18 in travel party	0.4	0.5	0.4	0.6	0.3

* Based on 1,185 trips taken

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 49 (cont'd)

PRODUCT SEGMENTS - TRAVEL CHARACTERISTICS

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total respondents took long haul trip (100%)	838	254	218	153	204
	%	%	%	%	%
Sources of information used in planning					
Travel agent	66	68	[73]	63	60
Friends/family	31	32	33	34	28
Airline	18	18	17	18	18
Brochures/pamphlets	8	10	6	7	9
Embassy/consulate	6	4	4	11	8
Newspaper/magazine articles	5	5	2	5	6
Advertisements	3	2	5	3	3
Tour operator/company	2	3	1	3	3
Clubs/associations	2	2	1	1	3
Government tourism office/board	2	2	1	1	3
Books/library	1	*	1	-	4
Other	2	2	1	2	4
Package trip					
Yes	(16)	[(21)]	(14)	(9)	(16)
Accommodation	15	21	12	9	14
Flight	15	20	14	9	15
Guided tour	8	9	7	4	9
Rented car	5	8	3	1	4
Flight/accommodation	5	7	5	5	4
Flight/accommodation/guided tou	5	6	5	3	5
Flight/accommodation/rented car	2	4	2	-	1
Flight/accommodation/rented car/ guided tour	2	3	1	1	3
Flight/guided tour	1	-	1	-	1
Other package combinations	1	1	1	-	2
No	(84)	(79)	(86)	[(91)]	(84)
Where booked (total mentions)					
Travel agent	79	82	77	78	79
Stayed with friends/relatives	56	(48)	[66]	62	53
Airline	21	17	22	22	22
Direct with hotel etc.	16	18	15	12	17
No advance booking	3	4	2	5	3
Other	1	1	1	2	2

* Less than 0.5%

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 49 (cont'd)

PRODUCT SEGMENTS - TRAVEL CHARACTERISTICS

		PRODUCT SEGMENT			
	Total	Sports and Enter-tainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total respondents took long haul trip (100%)	838	254	218	153	204
	%	%	%	%	%
Number of months before leaving - decided on destination					
1 month or less	50	51	45	55	49
Over 1 month - 2 months	15	17	17	11	13
Over 2 months - 3 months	10	10	11	6	12
Over 3 months - 4 months	4	4	4	4	3
Over 4 months - 5 months	2	3	3	1	2
Over 5 months - 6 months	8	6	7	11	7
Over 6 months	12	9	13	13	13
Mean	2.8	2.5	3.0	2.9	2.9
Number of months before leaving - trip was booked					
½ month or less	43	46	43	38	41
Over ½ month - 1 month	30	27	32	32	32
Over 1 month - 2 months	11	11	11	13	9
Over 2 months - 3 months	7	6	7	6	8
Over 3 months - 4 months	2	4	1	2	2
Over 4 months - 6 months	2	2	3	4	2
Over 6 months	1	2	1	1	1
Mean	1.0	1.1	1.0	1.1	1.0

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 49 (cont'd)

PRODUCT SEGMENTS - TRAVEL CHARACTERISTICS

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total trips to U.S. taken by respondents (100%)	609	210	128	98	162
	%	%	%	%	%
Mode of transportation used within U.S.					
Plane	48	51	42	52	(42)
Private car	44	41	49	47	49
Rented car	36	[44]	31	35	31
Public transportation (within cities)	28	25	30	26	30
Bus (between cities)	14	16	14	13	14
Train	10	11	7	[18]	7
Boat	1	1	1	1	1
Other	2	1	2	5	2
Total trips to Canada taken by respondents (100%)	37 +	11 + +	4 + +	8 + +	12 + +
	%				
Mode of transportation used within Canada					
Private car	43				
Public transportation (within cities)	41				
Bus (between cities)	30				
Plane	27				
Train	19				
Rented car	16				
Other	5				

\+ Small base size
\+ + Data omitted due to small base size
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 50

PRODUCT SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - CANADA

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
Provinces and Territories					
Newfoundland/Labrador	7	7	6	9	8
P.E.I.	*	*	-	1	*
Nova Scotia	3	3	1	4	3
New Brunswick	1	1	1	1	1
Quebec	81	81	85	84	79
Ontario	82	83	86	77	81
Manitoba	6	8	6	5	5
Saskatchewan	4	4	3	4	4
Alberta	17	20	16	14	16
British Columbia	18	17	16	21	21
Yukon	10	10	9	13	9
Northwest Territories	3	3	*	3	5
Specific Destinations					
Montreal	63	67	65	64	58
Toronto	48	51	52	45	46
Quebec City	35	30	40	34	35
Ottawa	26	29	22	25	25
Niagara Falls	21	17	23	24	21
Vancouver	12	11	11	15	13
Calgary	8	11	7	9	7
Victoria	3	3	2	3	4
Regina	3	3	2	3	3
Winnipeg	2	2	1	1	1

* Less than 0.5%
Note: Boxed numbers represent those referred to in the main text.

EXHIBIT 51

PRODUCT SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - U.S.

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Subcultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
Top States					
Florida	51	48	[58]	49	48
California	48	49	(41)	53	50
New York	46	46	43	49	48
Texas	20	22	19	17	19
Washington D.C.	14	15	14	10	15
Nevada	12	14	13	9	10
Massachusetts	10	12	10	9	8
Colorado	7	5	6	8	8
Louisiana	6	4	8	4	7
Illinois	6	5	6	6	5
Washington	6	4	8	5	5
Pennsylvania	5	5	5	4	5
Arizona	5	5	4	5	4
8 Travel Regions					
Travel South	61	59	[68]	62	58
Visit U.S. West	62	64	58	64	62
New England	11	13	10	11	9
Old West Trail Foundation	5	4	2	7	6
America's Heartland	29	30	30	23	32
Foremost West	15	15	13	17	16
George Washington Country	19	20	20	16	21
Great Lakes	14	15	17	14	11

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 51 (cont'd)

PRODUCT SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - U.S.

		PRODUCT SEGMENT			
	Total	Sports and Entertainment	Sun and Space	Outdoors and Subcultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
11 Census Divisions					
West North Central	7	7	6	4	10
East South Central	4	4	3	3	4
New England	11	13	10	11	9
Middle Atlantic	50	50	48	51	51
Middle Atlantic (excluding N.Y.)	6	7	8	5	6
East North Central	13	13	15	14	9
South Atlantic	64	62	[70]	62	59
South Atlantic (excluding Florida)	20	23	19	20	20
West South Central	26	27	28	22	27
Mountain	27	29	24	27	27
Pacific	52	53	47	57	54
Pacific (excluding California)	8	6	10	7	7
Pacific Islands	2	3	1	3	1
Atlantic Islands	*	*	*	-	1
Specific Destinations					
New York City	40	40	39	40	42
Miami	29	25	[36]	28	25
Los Angeles	16	20	15	15	14
San Francisco	10	10	10	11	12
Boston	9	11	8	9	7
Las Vegas	9	11	10	6	7
Orlando	8	9	10	8	7
Disneyworld	5	4	5	6	4
New Orleans	4	3	5	4	6
Houston	4	4	6	3	3
Chicago	4	3	5	6	3

* Less than 0.5%
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 52

PRODUCT SEGMENTS - MEDIA READERSHIP

		PRODUCT SEGMENT			
	Total	Sports and Enter-tainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
Top 5 daily newspapers					
El Universal	66	[71]	62	(57)	64
El Nacional	60	58	56	59	[66]
Diario De Caracas	36	40	30	37	39
El Mundo	14	14	14	13	16
Panorama	13	11	14	14	13
Top 5 weekly periodicals/magazines					
Hola	25	[30]	22	28	22
Bohemia	21	19	22	22	19
Venezuela Grafica	16	16	14	16	18
Elite	15	16	14	15	16
Dinero	6	10	2	4	7
Top 5 monthly magazines					
Buen Hogar	27	25	27	27	28
Vanidades	22	24	19	21	25
Selecciones	20	7	19	19	24
Hola	16	[21]	13	14	17
Geomundo	16	16	10	[21]	19
Top 5 newspaper supplements					
Estampas	61	[66]	64	56	56
Pandora	37	39	32	35	39
Feriado	22	20	17	25	[28]
Dominical	20	21	18	17	23
Magazine	12	15	11	12	12

Note: Boxed and circled numbers represent those referred to in the main text.

7. TRAVEL PHILOSOPHY SEGMENTATION

7.1 Overview

The philosophy segmentation was based on a series of 25 statements relating to how people think about travel in an overall sense as well as how they prefer to travel. The statements took in a variety of issues ranging from making travel arrangements to preferences for different kinds of trips. Respondents were asked on a 4-point scale how much they agreed or disagreed with each statement in order to obtain an overall profile of their travel attitudes or philosophy.

Before looking at the segmentation results themselves, it is worthwhile examining the general tendencies of Venezuelan long haul pleasure travelers based on their overall mean scores on the 4-point scale used.

An important consideration for these travelers in general, was having arrangements made before leaving (3.8). They felt money on travel was money well spent (3.8), yet they felt that inexpensive travel to their destination (3.7) and value for vacation money (3.7) were important.

They enjoyed making their own travel arrangements (3.6), as opposed to leaving the organizing to a co-traveler (2.2) or a travel agent (2.1), that arrangements were such a bother they would rather not travel (2.0).

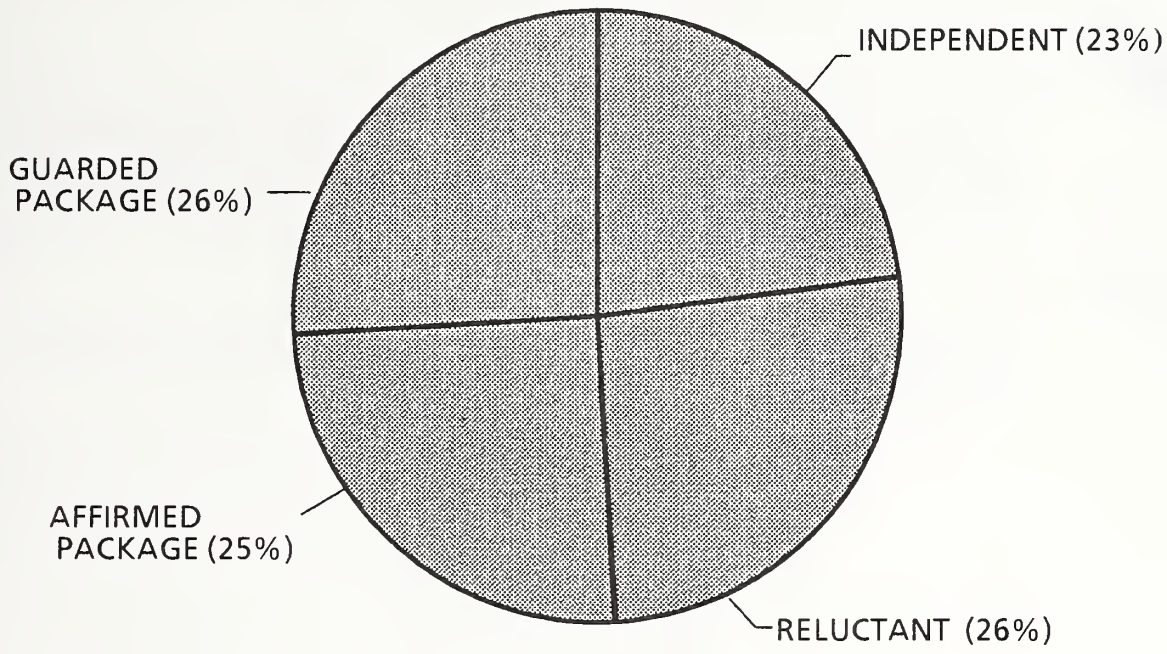
(Reference: Exhibit 55)

7.2 Segments

The segmentation analysis yielded a total of four travel philosophy segments.

EXHIBIT 53

TRAVEL PHILOSOPHY SEGMENTS*



*Based on total sample of 1,209 respondents.

The following are brief descriptions of the travel philosophy segments relative to each other:

Independent traveler (23%) - **Independent** travelers enjoy making their own travel arrangements, especially as they go along. There is a note of conservatism in their travel plans in that they choose places they have seen before and like people to speak their language where they are on vacation.

Guarded Package traveler (26%)

- **Guarded Package** travelers find making travel arrangements can be a bother and therefore leave their travel plans to others to decide. They prefer guided tours, all-inclusive packages, vacation destinations they have seen before and people who speak their language. Travel is not a priority, however, in that they would rather spend money on other things and do not need to travel to enjoy their vacation.

Affirmed Package traveler (25%)

- **Affirmed Package** travelers like to travel and show a preference for package vacations, including guided tours and having a travel agent's assistance making plans. They choose vacation destinations they have heard of and like to visit a different place on each trip.

Reluctant traveler (26%)

- **Reluctant** travelers are least interested in travel, feeling as they do that they need not travel to enjoy themselves or spend a lot of money while on vacation.

(Reference: Exhibit 56)

Again in order to provide a visual summary of the differences among the segments a discriminant map was produced. The two dimensions shown on the map accounted for 84% of the variance among the segment groups. It should again be noted that only the most important attributes (the ones with the most discriminating ability) are shown on the map.

Towards the left side of the map is the Affirmed Package group strongly associated with the attributes "usually buy vacation packages", "usually travel on all-inclusive packages" and "usually use travel agent to decide place".

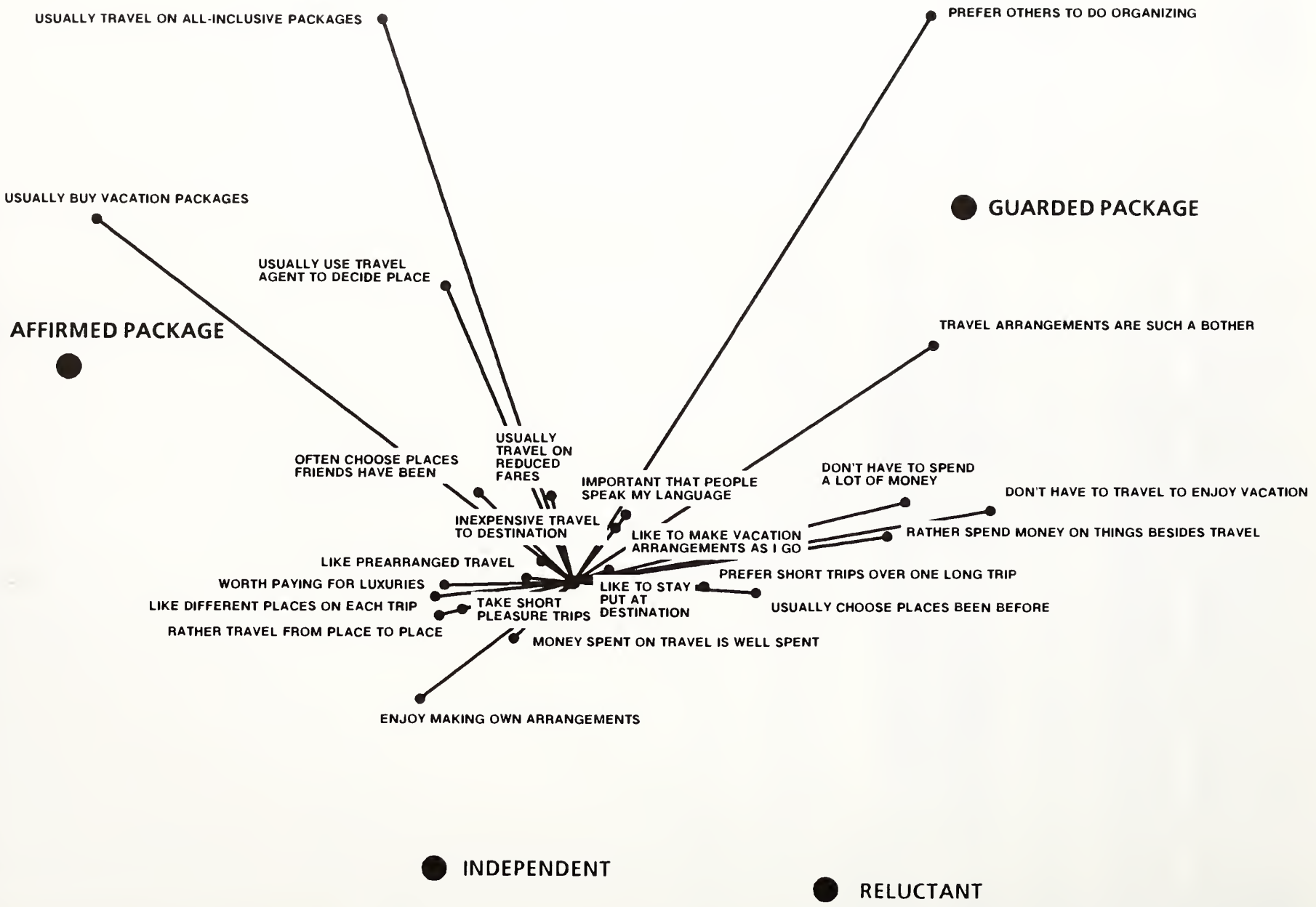
The Guarded Package group is located in the top right portion of the map and closely associated with "prefer others to do organizing" and "travel arrangements are such a bother".

The Reluctant group towards the bottom of the map feel that they "don't have to travel to enjoy vacation", that they "don't have to spend a lot of money" and would "rather spend money on things besides travel".

Also at the bottom of the map is the Independent group, who "enjoy making own arrangements", "usually choose places been before" and feel that "money spent on travel is well spent".

(Reference: Exhibit 54)

EXHIBIT 54
DISCRIMINANT MAP FOR TRAVEL PHILOSOPHY SEGMENTS



7.3 Segment profiles

With respect to the profiles of the different travel philosophy segments, the following are characteristics which describe each segment:

Independent traveler

- Demographics

  More likely than average to be:
  - lower income

- Travel behaviour

  More likely than average to have:
  - taken a longer long haul trip
  - stayed with friends and relatives or taken a VFR trip
  - traveled with children
  - taken a non-package trip
  - taken the longest to decide on destination before leaving

- Destinations of interest in Canada/U.S.

  More likely than average to be interested in:
  - visiting Toronto

Guarded Package traveler

- Demographics

  More likely than average to be:
  - older (55 years or over)
  - lower income

  Less likely than average to be:
  - college/university educated

- Travel behaviour

  More likely than average to have:
  - traveled alone
  - taken the least amount of time to decide on destination

  Less likely than average to have:
  - taken a short haul trip in past 3 years
  - rented a car in the U.S.

Affirmed Package traveler

- Demographics

  More likely than average to be:
  - female
  - younger (18-34 years)

- Travel behaviour

  More likely than average to have:

  - taken a short haul trip in past 3 years
  - taken a touring trip
  - had more people in their travel party
  - used a travel agent
  - taken a package trip

- Destinations of interest in Canada/U.S.

  Less likely than average to be interested in:

  - visiting Quebec City

- Media

  More likely than average to read El Nacional, Diario De Caracas, Hola, Buen Hogar and Estampas

Reluctant traveler

- Demographics

  More likely than average to be:

  - male
  - younger (18-34 years)
  - college/university educated
  - in household without children

- Travel behaviour

  More likely than average to have:

  - visited mainland U.S.
  - used friends/family as an information source
  - taken a non-package trip
  - used a private car in the U.S.

(Reference: Exhibits 57 to 61)

7.4 Implications

Of the four philosophy segments, the Reluctant group would be the most difficult to market towards. They are comparatively less motivated travelers, and it is tempting to think of them as the spouse or friend of a more travel-oriented partner. It would therefore make more sense to focus on the other three philosophy segments.

Affirmed Package travelers are the least likely to have an interest in visiting the U.S., but are about average when it comes to already having visited the U.S. or Canada. This group of younger travelers choose package vacations and touring trips which they book with the help of a travel agent.

Guarded Package travelers are least likely to have visited the U.S. (Canada same as average) and about average in future intention to do so. These travelers are more likely than average to be older, have lower incomes, take fewer long haul trips, and decide closest to departure on their destination. Package vacations where all the arrangements are made (by someone else) ahead of time are what this group would seem to be looking for.

On the other hand, Independent travelers enjoy making their own arrangements and prefer to do this as they go along. Visits to the U.S. are slightly below average (to Canada about average) and interest in doing so only slightly above average. These travelers take much longer trips and visit friends or relatives more than any other group.

EXHIBIT 55

AGREEMENT WITH TRAVEL PHILOSOPHY
STATEMENTS - MEAN SCORES
(Maximum possible = 4.0, minimum possible = 1.0)

	Total
Total respondents	1209
Like to have arrangements made before leaving	3.8
Money spent on travel is well spent	3.8
Inexpensive travel to destination is important	3.7
Value for vacation money is important	3.7
Rather travel from place to place than stay put	3.7
Enjoy making own arrangements	3.6
Like to stay put at destination	3.6
Like to go to different places each trip	3.6
Take short pleasure trips whenever can	3.5
Important that people speak my language	3.2
Usually travel on reduced fares	3.0
Often choose places friends have been	3.0
Usually choose places been before	3.0
Worth paying for luxuries	2.9
Prefer a number of short trips over one long trip	2.9
Like to make arrangements as go along	2.9
Don't have to spend a lot to enjoy vacation	2.8
Don't have to travel to enjoy vacation	2.6
Just as soon spend on things other than travel	2.5
Prefer guided tours	2.3
Usually travel on all-inclusive packages	2.2
Prefer to leave organizing to co-traveler	2.2
Usually buy vacation packages	2.1
Usually use travel agent to help choose destination	2.1
Arrangements such a bother rather not travel	2.0

EXHIBIT 56

TRAVEL PHILOSOPHY SEGMENTS

	Deviation from overall statement mean
INDEPENDENT (23%)	
Like to make arrangements as go along	+ 0.3
Usually choose places been before	+ 0.3
Important that people speak my language	+ 0.2
Enjoy making own arrangements	+ 0.2
Prefer guided tours	-0.5
Usually buy vacation packages	-0.5
Usually use travel agent to help choose destination	-0.6
Usually buy all-inclusive packages	-0.6
Prefer to leave organizing to co-traveler	-0.6
Don't have to travel to enjoy vacation	-0.8
Don't have to spend a lot to enjoy vacation	-0.8
GUARDED PACKAGE (26%)	
Arrangements such a bother rather not travel	+ 1.0
Prefer to leave organizing to co-traveler	+ 0.7
Prefer guided tours	+ 0.5
Don't have to travel to enjoy vacation	+ 0.4
Usually use travel agent to help choose destination	+ 0.4
Just as soon spend on things other than travel	+ 0.4
Enjoy making own arrangements	-0.4
AFFIRMED PACKAGE (25%)	
Usually buy vacation packages	+ 1.1
Usually travel on all-inclusive packages	+ 1.0
Prefer guided tours	+ 0.6
Usually use travel agent to help choose destination	+ 0.6
Prefer to leave organizing to co-traveler	+ 0.3
Don't have to travel to enjoy vacation	-0.3
Arrangements such a bother rather not travel	-0.4
Just as soon spend on things other than travel	-0.4
Usually choose places been before	-0.4

EXHIBIT 56 (cont'd)

TRAVEL PHILOSOPHY SEGMENTS

	Deviation from overall statement mean
RELUCTANT (26%)	
Don't have to spend a lot to enjoy vacation	+0.6
Don't have to travel to enjoy vacation	+0.6
Like to make arrangements as go along	-0.4
Prefer to leave organizing to co-traveler	-0.5
Prefer guided tours	-0.6
Usually buy vacation packages	-0.7
Usually travel on all-inclusive packages	-0.8

EXHIBIT 57

TRAVEL PHILOSOPHY SEGMENTS - DEMOGRAPHICS

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents (100%)	1209	284	310	303	309
	%	%	%	%	%
Sex					
Male	50	53	51	42	[57]
Female	50	47	49	[58]	43
Age					
18 - 24 years	27	26	26	[30]	[28]
25 - 34 years	23	19	21	[25]	[28]
35 - 44 years	19	23	18	19	18
45 - 54 years	13	14	13	13	13
55 - 64 years	10	9	[15]	10	7
65 years or over	7	10	[9]	3	7
Marital status					
Single	40	37	37	42	42
Married	50	51	52	50	47
Living together	1	1	2	2	1
Divorced/separated/widowed	6	7	5	5	7
Other	4	4	5	2	3
Occupation					
Owner/self employed	1	2	*	1	2
Manager/executive	1	1	1	1	3
Professional/technical	36	32	33	40	37
Clerical/sales	17	20	17	16	17
Skilled worker	2	3	2	2	3
Unskilled worker	2	4	3	1	2
Student	20	19	20	22	19
Retired	3	1	3	3	5
Housewife	17	18	21	15	14
Region					
Caracas	60	63	60	55	64
Valencia	12	9	12	14	11
Maracaibo	11	8	13	12	10
Barquisimento	6	8	3	9	5
Maracay	5	7	5	4	5
San Cristobal	4	4	3	6	4
Puerto La Cruz/Barcelona	2	2	3	1	1

* Less than 0.5%

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 57 (cont'd)

TRAVEL PHILOSOPHY SEGMENTS - DEMOGRAPHICS

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents (100%)	1209	284	310	303	309
	%	%	%	%	%
Education					
Some/completed primary school	7	8	9	4	7
Some/completed middle school	24	24	27	22	21
Some/completed technical school	13	12	14	15	11
Some/completed college/university	56	55	(49)	59	[61]
Life cycle					
Living alone	4	6	4	3	3
Living with one adult	11	12	10	6	16
Single with children	19	17	19	22	19
Couple with children	34	35	36	36	28
Other	32	30	31	33	35
Living arrangement					
Live alone	4	6	4	3	3
Living with children	54	53	57	58	48
Living without children	42	41	39	39	[49]
Mean no. of adults 18 years or over in household	3.3	3.2	3.2	3.4	3.2
Whether any children under 18 years in household					
Yes	54	53	57	58	48
No	46	47	43	42	[52]
Monthly family income in Bolivares					
Under 20.000,00 Bs	15	[16]	[20]	14	11
20.001,00 - 40.000,00 Bs	36	[41]	[37]	34	32
40.001,00 - 60.000,00 Bs	23	22	23	19	26
60.001,00 - 100.000,00 Bs	17	11	13	24	19
100.001,00 - 150.000,00 Bs	5	5	3	5	7
150.001,00 - 200.000,00 Bs	3	3	2	2	3
More than 200.000,00 Bs	2	1	2	2	2
Mean (Bolivares)	51.890	(48.010)	(46.890)	54.660	57.850

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 58

TRAVEL PHILOSOPHY SEGMENTS
TRAVEL CHARACTERISTICS

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents (100%)	1209	284	310	303	309
	%	%	%	%	%
Mean no. of 4 + night pleasure trips in past 3 years	5.8	5.5	5.6	6.2	5.7
Destinations visited by plane in past 3 years*					
Short haul					
- Venezuela	34	35	(24)	[43]	35
- Within Map "A"	12	8	11	17	14
Long haul	89	89	92	82	93
Destinations visited on two most recent long haul trips**					
U.S. total (unduplicated mentions)	(52)	(47)	(46)	(54)	(59)
Mainland U.S.	52	47	46	54	[59]
Hawaii/Guam/Samoa	-	-	-	-	-
Europe	26	30	31	20	23
West Indies/Caribbean	8	7	8	13	6
South America	5	6	6	4	5
Mexico	4	6	3	4	4
Canada	3	3	3	4	3
Other	2	1	4	2	1

* Based on 943 respondents who had actually taken at least one such trip
** Based on 1,183 such trips taken by respondents
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 58 (cont'd)

TRAVEL PHILOSOPHY SEGMENTS
TRAVEL CHARACTERISTICS

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents (100%)	1209	284	310	303	309
	%	%	%	%	%
One long haul destination most like to visit					
Europe	46	48	46	41	48
Total U.S. (unduplicated mentions)	(23)	(24)	(23)	(23)	(20)
Mainland U.S.	21	22	22	22	18
Hawaii/Guam/Samoa	2	2	1	1	2
Mexico	8	7	8	11	4
Far East/Asia	7	5	5	9	11
South America	6	7	5	5	7
Canada	4	5	4	3	3
West Indies/Caribbean	3	1	4	4	3
Africa	2	1	2	1	2
Near/Middle East	1	1	1	2	1
Australia/New Zealand	1	1	1	1	3

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 58 (cont'd)

TRAVEL PHILOSOPHY SEGMENTS
TRAVEL CHARACTERISTICS

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents took long haul trip (100%)	838	201	218	182	234
	%	%	%	%	%
Mean no. of nights away on trip	23.7	[28.8]	26.7	15.6	23.3
Season trip was taken					
Winter	23	24	22	22	24
Spring	13	13	17	8	12
Summer	40	42	38	44	37
Fall	25	22	23	26	28
Type of trip (two most recent)**					
Visit friends and relatives	41	[48]	44	(25)	42
Touring trip	33	(24)	32	[46]	34
Combined business and pleasure	16	16	16	15	17
Resort	4	6	4	4	4
Exhibition/special event/theme park	3	2	3	6	2
City	2	3	1	4	2
Other	1	*	*	1	*
People traveled with					
Traveled alone	38	33	[45]	(29)	43
Wife/husband/girl friend/boy friend	24	25	21	26	24
Other relatives	22	23	19	25	19
Child(ren)	14	[20]	11	14	13
Father/mother	11	10	10	14	10
Friends	6	7	3	9	7
Organized group/club/etc.	2	1	1	4	1
Business associates/colleagues	1	1	2	2	-
Mean no. of people in travel party	2.5	2.6	2.3	[3.1]	2.3
Mean no. of children under 18 in travel party	0.4	0.5	0.4	0.5	0.3

* Less than 0.5%
** Based on 1,185 trips taken
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 58 (cont'd)

TRAVEL PHILOSOPHY SEGMENTS
TRAVEL CHARACTERISTICS

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents took long haul trip (100%)	838	201	218	182	234
	%	%	%	%	%
Sources of information used in planning					
Travel agent	66	69	60	[77]	61
Friends/family	31	28	27	30	[39]
Airline	18	18	19	14	18
Brochures/pamphlets	8	4	8	12	8
Embassy/consulate	6	6	5	7	8
Newspaper/magazine articles	5	3	4	9	3
Advertisements	3	3	2	4	2
Tour operator/company	2	3	2	4	1
Clubs/associations	2	2	2	2	2
Government tourism office/board	2	1	2	3	2
Books/library	1	2	1	2	1
Other	2	1	2	3	2
Package trip					
Yes	(16)	(7)	(17)	[(39)]	(4)
Accommodation	15	6	16	37	4
Flight	15	7	16	38	4
Guided tour	8	3	8	22	*
Rented car	5	2	6	12	1
Flight/accommodation	5	3	6	10	3
Flight/accommodation/guided tour	5	2	5	16	*
Flight/accommodation/rented car	2	1	3	4	*
Flight/accommodation/guided tour/rented car	2	1	2	6	-
Flight/guided tour	1	1	1	1	-
Other package combinations	1	1	1	2	*
No	(84)	[(94)]	(83)	(61)	[(96)]
Where booked (total mentions)					
Travel agent	79	79	76	[89]	74
Stayed with friends/relatives	56	[68]	56	(35)	62
Airline	21	20	22	12	25
Direct with hotel etc.	16	19	14	10	20
No advance booking	3	3	4	2	5
Other	1	2	2	1	2

* Less than 0.5%
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 58 (cont'd)

TRAVEL PHILOSOPHY SEGMENTS
TRAVEL CHARACTERISTICS

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents took long haul trip (100%)	838	201	218	182	234
	%	%	%	%	%
Number of months before leaving - decided on destination					
1 month or less	50	43	56	47	53
Over 1 month - 2 months	15	17	16	13	12
Over 2 months - 3 months	10	12	9	12	9
Over 3 months - 4 months	4	2	4	6	4
Over 4 months - 5 months	2	3	1	1	4
Over 5 months - 6 months	8	10	4	8	9
Over 6 months	12	15	11	13	9
Mean	2.8	3.2	2.4	2.9	2.6
Number of months before leaving - trip was booked					
½ month or less	43	43	43	39	45
Over ½ month - 1 month	30	31	33	30	27
Over 1 month - 2 months	11	11	11	12	10
Over 2 months - 3 months	7	7	5	8	6
Over 3 months - 4 months	2	2	2	4	2
Over 4 months - 6 months	3	3	2	2	4
Over 6 months	1	2	1	1	1
Mean	1.0	1.0	1.0	1.1	1.1

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 58 (cont'd)

TRAVEL PHILOSOPHY SEGMENTS
TRAVEL CHARACTERISTICS

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total trips to U.S. taken by respondents (100%)	609	132	147	131	199
	%	%	%	%	%
Mode of transportation used within U.S.					
Plane	48	50	52	51	41
Private car	44	43	42	39	50
Rented car	36	38	29	36	41
Public transportation (within cities)	28	26	30	35	23
Bus (between cities)	14	13	12	21	11
Train	10	12	9	8	12
Boat	1	1	1	2	1
Other	2	2	2	2	1
Total trips to Canada taken by respondents (100%)	37 +	9 + +	8 + +	9 + +	9 + +
	%				
Mode of transportation used within Canada					
Private car	43				
Public transportation (within cities)	41				
Bus (between cities)	30				
Plane	27				
Train	19				
Rented car	16				
Other	5				

\+ Small base size
\+ + Data omitted due to small base size
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 59

TRAVEL PHILOSOPHY SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - CANADA

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents (100%)	1209	284	310	303	309
	%	%	%	%	%
Provinces and Territories					
Newfoundland/Labrador	7	7	6	9	7
P.E.I.	*	*	-	*	*
Nova Scotia	3	5	2	2	3
New Brunswick	1	2	*	-	2
Quebec	81	82	81	80	82
Ontario	82	82	83	85	80
Manitoba	6	6	6	5	7
Saskatchewan	4	3	5	3	5
Alberta	17	15	22	14	17
British Columbia	18	21	17	17	18
Yukon	10	9	11	10	11
Northwest Territories	3	1	3	5	3
Specific Destinations					
Montreal	63	64	61	67	61
Toronto	48	54	44	48	47
Quebec City	35	37	37	28	36
Ottawa	26	23	31	27	23
Niagara Falls	21	19	19	24	21
Vancouver	12	14	10	13	12
Calgary	8	9	9	8	9
Victoria	3	2	3	3	3
Regina	3	3	4	2	3
Winnipeg	2	1	2	1	2

* Less than 0.5%
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 60

TRAVEL PHILOSOPHY SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - U.S.

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents (100%)	1209	284	310	303	309
	%	%	%	%	%
Top States					
Florida	51	52	56	47	48
California	48	50	45	48	48
New York	46	44	46	51	45
Texas	20	20	21	19	19
Washington D.C.	14	12	14	13	15
Nevada	12	12	12	13	11
Massachusetts	10	9	8	9	13
Colorado	7	8	5	5	10
Louisiana	6	7	5	5	6
Illinois	6	5	6	7	4
Washington	6	6	5	7	4
Pennsylvania	5	5	3	6	6
Arizona	5	5	5	6	3
8 Travel Regions					
Travel South	61	63	66	58	58
Visit U.S. West	62	65	59	65	59
New England	11	10	9	10	13
Old West Trail Foundation	5	3	6	5	6
America's Heartland	29	32	31	28	27
Foremost West	15	16	14	14	18
George Washington Country	19	18	19	19	22
Great Lakes	14	12	15	16	13

EXHIBIT 60 (cont'd)

TRAVEL PHILOSOPHY SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - U.S.

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents (100%)	1209	284	310	303	309
	%	%	%	%	%
11 Census Divisions					
West North Central	7	8	9	8	4
East South Central	4	5	4	2	2
New England	11	10	9	10	13
Middle Atlantic	50	47	48	55	50
Middle Atlantic (excluding N.Y.)	6	7	5	7	7
East North Central	13	11	13	15	13
South Atlantic	64	65	68	60	61
South Atlantic (excluding Florida)	20	21	20	19	21
West South Central	26	27	27	24	26
Mountain	27	26	28	27	27
Pacific	52	55	49	54	52
Pacific (excluding California)	8	8	6	9	7
Pacific Islands	2	2	2	1	4
Atlantic Islands	*	*	*	*	*
Specific Destinations					
New York City	40	39	40	45	38
Miami	29	29	35	23	27
Los Angeles	16	16	18	16	15
San Francisco	10	10	11	8	13
Boston	9	8	8	8	11
Las Vegas	9	7	9	10	8
Orlando	8	5	9	12	7
Disneyworld	5	7	5	4	4
New Orleans	4	5	4	3	5
Houston	4	3	6	4	5
Chicago	4	4	5	4	3

* Less than 0.5%

EXHIBIT 61

TRAVEL PHILOSOPHY SEGMENTS
MEDIA READERSHIP

		TRAVEL PHILOSOPHY SEGMENT			
	Total	Independent	Guarded Package	Affirmed Package	Reluctant
Total respondents (100%)	1209	284	310	303	309
	%	%	%	%	%
Top 5 daily newspapers					
El Universal	65	65	66	64	64
El Nacional	60	58	54	66	61
Diario De Caracas	36	38	31	43	35
El Mundo	14	14	15	13	14
Panorama	13	8	14	15	13
Top 5 weekly periodicals/magazines					
Hola	25	26	19	33	23
Bohemia	21	26	19	27	11
Venezuela Grafica	16	17	17	18	12
Elite	15	15	16	20	10
Dinero	6	5	6	6	7
Top 5 monthly magazines					
Buen Hogar	27	24	25	38	19
Vanidades	22	22	23	26	18
Selecciones	20	21	17	21	20
Hola	16	14	16	17	18
Geomundo	16	17	14	17	15
Top 5 newspaper supplements					
Estampas	61	63	57	68	57
Pandora	37	34	36	42	33
Feriado	22	19	17	26	26
Dominical	20	22	21	24	14
Magazine	12	16	12	12	9

Note: Boxed numbers represent those referred to in the main text.

8. BENEFIT SEGMENTATION

8.1 Overview

This segmentation was based on the importance ratings given to a series of 30 items relating to reasons why people might want to go on a vacation, and to experiences sought.

According to respondents, the main benefit they sought when traveling was simply to have fun and be entertained (3.9).

In terms of other important benefits, respondents gave high ratings to attributes related to expanding their horizons. These attributes included learning new things and increasing their knowledge (3.9), seeing and experiencing a foreign destination (3.8), seeing as much as possible in the time available (3.8), escaping from the ordinary (3.8), finding thrills and excitement (3.8), and experiencing new and different lifestyles (3.7).

Other important benefits for travelers were being physically active (3.8), feeling at home away from home (3.7), and getting a change from a busy job (3.7). Traveling to places where they feel safe and secure was as important as visiting historical places (3.7).

Travelers generally had little interest in doing nothing at all (1.5) or in "roughing it" (2.4).

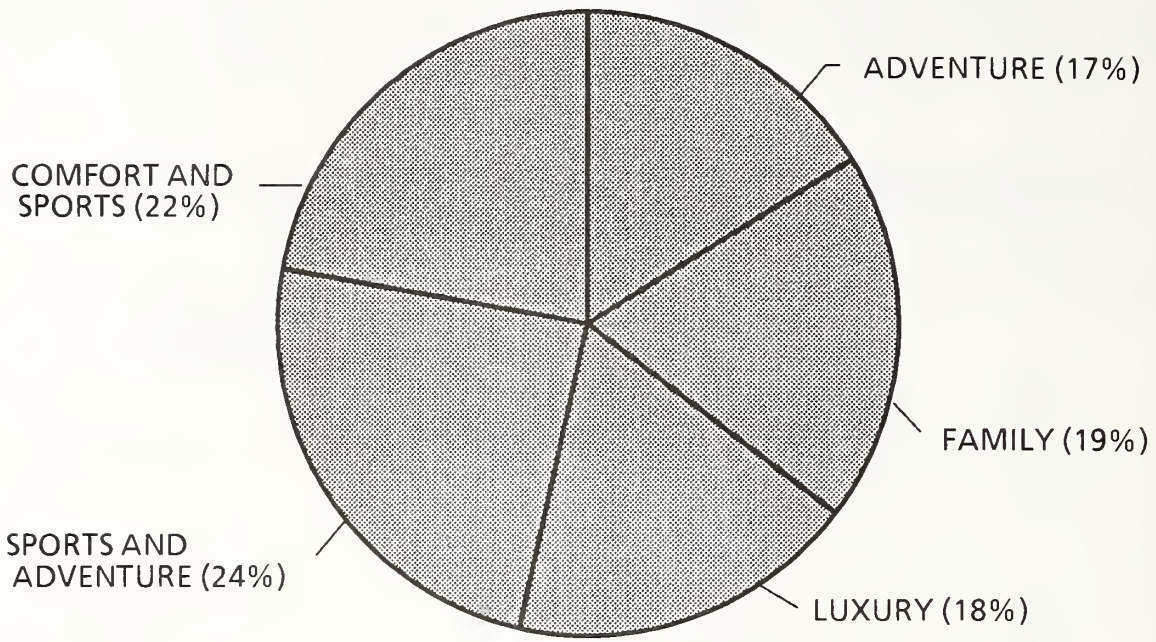
(Reference: Exhibit 64)

8.2 Segments

A total of four benefit segments were identified in the analysis.

EXHIBIT 62

BENEFIT SEGMENTS*



*Based on total sample of 1,209 respondents.

The following are brief descriptions of the benefit segments relative to each other:

Comfort and Sports traveler (22%) - **Comfort and Sports** travelers say that not being deprived of city comforts is important to them, as is indulging in luxury, by which it appears they want to enhance their feelings of comfort while on vacation. Of equal importance to comfort is participating in, or watching, sports.

Adventure traveler (17%) - **Adventure** travelers are distinguished from other travelers by their interest in being relatively more daring and adventuresome.

Family traveler (19%)

- **Family** travelers see travel as a chance primarily to be with family and friends while on vacation, preferably in places where their family came from.

Luxury traveler (18%)

- **Luxury** travelers place a great deal of emphasis on luxury and other status or prestige elements such as going where their friends have not been and then talking about it when they return.

Sports and Adventure traveler (24%)

- **Sports and Adventure** travelers are similar to the first two groups, but with less of an emphasis on comfort and more of an accent on sporting activities and the daring or adventuresome. There is also an element of status or prestige associated with this group.

(Reference: Exhibit 65)

A visual summary of the differences among the segments was again produced on a discriminant map. The two dimensions shown on the map accounted for 72% of the variance among the segment groups. Once more it should be noted that only the attributes with the longest lines (i.e. the ones with the most discriminating ability) are shown on the map.

It is also worth noting that this amount of variance leaves more unexplained in two dimensions than the other discriminant maps left unexplained. A third dimension visualized going into and through the page would help to separate some of the things in this map that look close together although they do not belong together according to the results of the multi-dimensional segmentation performed on these data. An example would be the proximity between Family and Luxury segments, which are distinguished from each other more along a third dimension than can be seen from their appearance on the flat surface of the page.

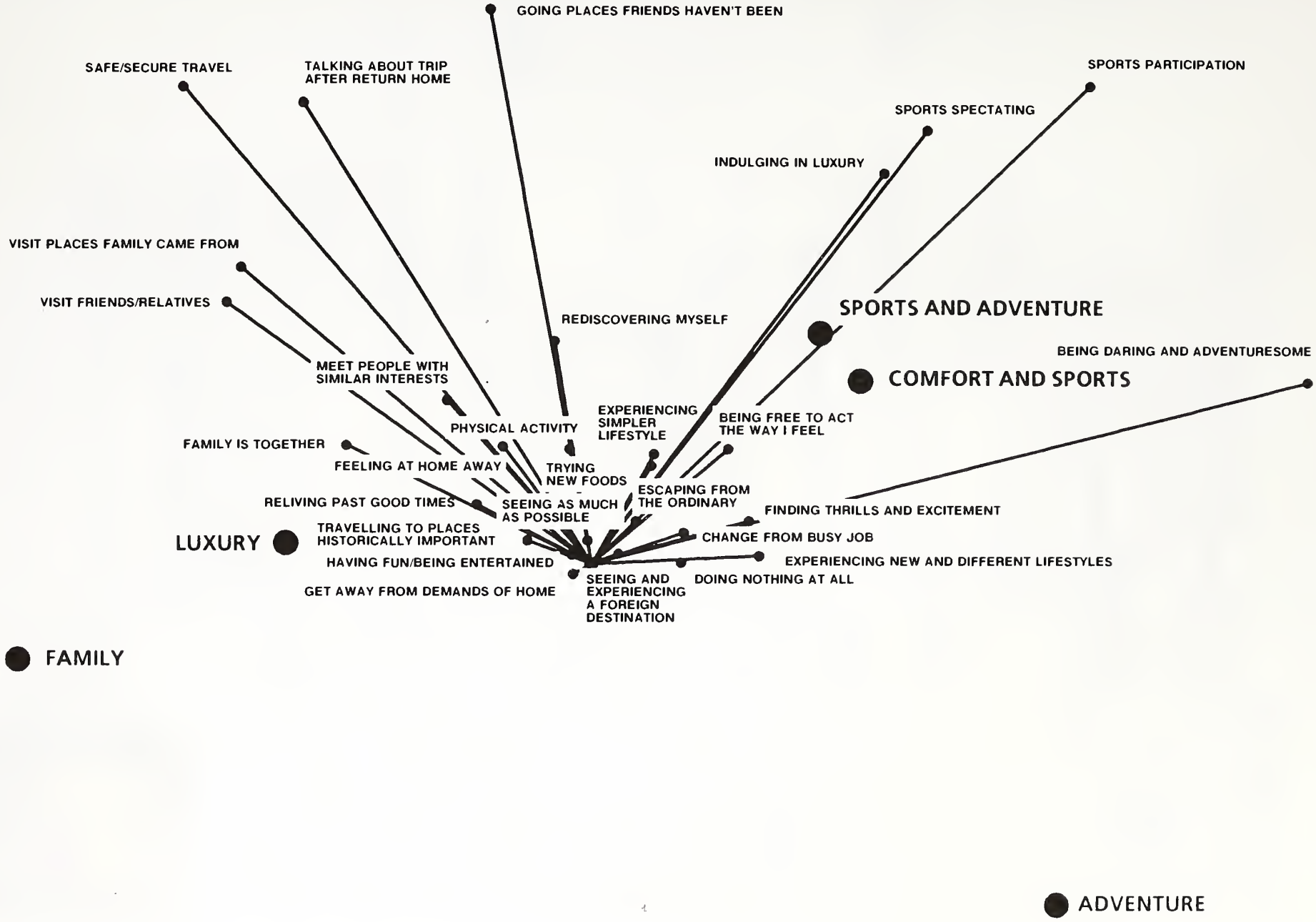
As it is, the Family group is located in the far left lower corner of the map. The factors with which this group is associated are the same in two dimensions as the Luxury group, located slightly higher and to the right. Both groups appear to be mainly associated with "safe/secure travel", and visiting "friends/relatives" or "places family came from".

On the opposite side of the map the Sports and Adventure, and Comfort and Sports groups are positioned closely together. "Indulging in luxury", "sports spectating" and "sports participation" are the most closely associated items for these two groups.

The Adventure group, positioned in the bottom right-hand corner, is associated with "being daring and adventuresome" on the one hand and "finding thrills and excitement" and "experiencing new and different lifestyles" on the other.

(Reference: Exhibit 63)

EXHIBIT 63
DISCRIMINANT MAP FOR BENEFIT SEGMENTS



8.3 Segment profiles

The following characteristics disproportionately describe each segment:

Comfort and Sports traveler

- Demographics

  More likely than average to be:

  - male
  - younger (18-24 years)
  - single
  - lower income

- Travel behaviour

  More likely than average to have:

  - decided on their destination closer to leaving

- Media

  More likely than average to read Dominical

Adventure traveler

- Demographics

  More likely than average to be:

  - aged 25 to 44 years
  - in a professional/technical occupation
  - college/university educated
  - in a household with children
  - upper income

- Travel behaviour

  More likely than average to have:

  - taken a touring type of trip
  - traveled with friends
  - rented a car but not used a private car in the U.S.

- Media

  More likely than average to read El Nacional, Diario de Caracas and Feriado

Family traveler

- Demographics

  More likely than average to be:

  - older (45 years or over)
  - married
  - a homemaker or retired
  - primary school educated
  - lower income

- Travel behaviour

  More likely than average to have:

  - taken fewer short haul trips in past 3 years
  - visited Europe in past 3 years
  - taken a longer long haul trip
  - stayed with friends and relatives or taken a VFR trip
  - traveled alone
  - used a travel agent for information in planning
  - used a private car but not rented a car in the U.S.

- Destinations of interest in Canada/U.S.

  More likely than average to be interested in:

  - visiting Miami

Luxury traveler

- Demographics

  More likely than average to be:

  - female
  - older (55 years or over)
  - a homemaker

  Less likely than average to be:

  - single
  - in a household with children

- Travel behaviour

  More likely than average to have:

  - traveled with spouse or girlfriend/boyfriend

Sports and Adventure traveler

- Demographics

  More likely than average to be:

  - male
  - younger (18 - 24 years)
  - single
  - a student

- Travel behaviour

  More likely than average to have:

  - taken more short haul trips in past 3 years

- Destinations of interest in Canada/U.S.

  More likely than average to be interested in:

  - visiting Texas

  Also more likely than average for mainland U.S. to be the one long haul destination most interested in visiting

(Reference: Exhibits 66 to 70)

8.4 Implications

Comfort and Sports travelers are eager for both sports participation and spectating. This group made up of younger, single, lower income individuals are also looking for a bit of luxury and time set aside for doing nothing at all. This group did not identify any particular destination of interest in the U.S. or Canada.

Adventure travelers, on the other hand, who distinguish themselves as needing to be daring and adventurous, are more likely to be university educated and work in professional or technical occupations. They, too, did not identify any specific travel destinations of interest.

Family travelers identified Miami as being of particular interest to them as a vacation destination. A priority for this group is being with their family and friends. They are found to be older and married.

Luxury travelers are very much into being indulged and enjoying the image of their trip. An older group, not single, they tend to travel with a mate.

Young males, still in school, are typically Sports and Adventure travelers. Sports participation and spectating top their list of priorities, along with new and adventurous vacation destinations.

EXHIBIT 64

IMPORTANCE OF BENEFIT STATEMENTS - MEAN SCORES
(Maximum possible = 4.0, minimum possible = 1.0)

	Total
Total respondents	1209
Having fun/being entertained	3.9
Learning new things/increasing knowledge	3.9
Seeing and experiencing a foreign destination	3.8
Seeing as much as possible in the time available	3.8
Escaping from the ordinary	3.8
Finding thrills and excitement	3.8
Being physically active	3.8
Experiencing new and different lifestyles	3.7
Feeling at home away from home	3.7
Traveling to places feel safe and secure	3.7
Traveling through places important in history	3.7
Getting a change from a busy job	3.7
Trying new foods	3.6
Being together as a family	3.6
Meeting people with similar interests	3.6
Being free to act the way I feel	3.5
Visiting friends and relatives	3.5
Rediscovering myself	3.4
Reliving past good times	3.4
Visiting places family came from	3.4
Experiencing a simpler lifestyle	3.3
Talking about the trip after I return home	3.3
Being daring and adventuresome	3.2
Getting away from the demands of home	3.2
Going places friends haven't been	3.1
Watching sports events	2.9
Indulging in luxury	2.8
Participating in sports	2.7
Roughing it*	2.4
Doing nothing at all	1.5

* In Spanish, this statement refers to being deprived of city comforts which is important only to those who want not to be deprived, i.e. "Comfort and Sports" travelers.

EXHIBIT 65

TRAVEL BENEFIT SEGMENTS

	Deviation from overall statement mean
COMFORT AND SPORTS (22%)	
Roughing it*	+0.9
Sports participation	+0.7
Sports spectating	+0.6
Indulging in luxury	+0.6
Doing nothing at all	+0.5
Going places friends haven't been	+0.4
Talking about trip after return home	+0.2
Get away from demands at home	-0.3
ADVENTURE (17%)	
Being daring and adventuresome	+0.3
Safe/secure destination	-0.4
Rediscovering myself	-0.4
Family is together	-0.4
Meet people with similar interests	-0.4
Sports participation	-0.5
Indulging in luxury	-0.5
Sports spectating	-0.6
Visit friends/relatives	-0.8
Visit places family came from	-0.8
Talking about the trip after return home	-1.1
Going places friends haven't been	-1.1
FAMILY (19%)	
Visit friends/relatives	+0.3
Family is together	+0.3
Visiting places my family came from	+0.3
Being free to act the way I feel	-0.4
Going places friends haven't been	-0.4
Participating in sports	-0.5
Indulging in luxury	-1.0
Being daring and adventuresome	-1.2

* In Spanish, this statement refers to being deprived of city comforts which is important only to those who want not to be deprived, i.e. "Comfort and Sports" travelers.

EXHIBIT 65 (cont'd)

TRAVEL BENEFIT SEGMENTS

	Deviation from overall statement mean
LUXURY (18%)	
Indulging in luxury	+0.5
Going places friends haven't been	+0.4
Talking about trip after return home	+0.4
Sports participation	-1.0
Sports spectating	-1.0
SPORTS AND ADVENTURE (24%)	
Sports participation	+0.8
Sports spectating	+0.7
Being daring and adventuresome	+0.6
Going places friends haven't been	+0.4
Talking about trip after return home	+0.3
Rediscovering myself	+0.3
Get away from demands at home	+0.3
Doing nothing at all	-0.3
Roughing it*	-0.6

* In Spanish, this statement refers to being deprived of city comforts which is important only to those who want not to be deprived, i.e. "Comfort and Sports" travelers.

EXHIBIT 66

BENEFIT SEGMENTS - DEMOGRAPHICS

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	1209	267	198	231	222	289
	%	%	%	%	%	%
Sex						
Male	50	[57]	56	46	35	[58]
Female	50	43	44	55	[66]	42
Age						
18 - 24 years	27	[36]	25	12	16	[42]
25 - 34 years	23	25	[30]	17	20	24
35 - 44 years	19	19	[24]	17	21	16
45 - 54 years	13	11	13	[20]	14	9
55 - 64 years	10	7	4	[18]	[18]	7
65 years or over	7	3	5	[17]	[10]	2
Marital status						
Single	40	[46]	40	20	(29)	[56]
Married	50	46	49	[65]	55	38
Living together	1	1	2	1	1	1
Divorced/separated/widowed	6	5	7	7	9	3
Other	4	1	2	8	6	2
Occupation						
Owner/self employed	1	2	1	1	1	1
Manager/executive	1	1	4	1	1	1
Professional/technical	36	31	[54]	30	38	30
Clerical/sales	17	23	13	15	14	18
Skilled worker	2	3	2	3	1	2
Unskilled worker	2	3	2	3	2	2
Student	20	25	17	8	14	[30]
Retired	3	1	2	[10]	3	1
Housewife	17	12	6	[28]	[27]	13
Region						
Caracas	60	61	61	53	64	62
Valencia	12	11	9	13	11	13
Maracaibo	11	12	14	13	11	7
Barquisimento	6	6	5	10	3	7
Maracay	5	6	3	6	6	6
San Cristobal	4	4	5	4	3	5
Puerto La Cruz/Barcelona	2	*	5	3	2	-

* Less than 0.5%

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 66 (cont'd)

BENEFIT SEGMENTS - DEMOGRAPHICS

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	1209	267	198	231	222	289
	%	%	%	%	%	%
Education						
Some/completed primary school	7	2	3	[15]	11	5
Some/completed middle school	24	24	16	26	23	28
Some/completed technical school	13	19	8	12	15	11
Some/completed college/ university	56	54	[74]	48	51	57
Life cycle						
Living alone	4	5	4	3	7	2
Living with one adult	11	10	8	13	17	7
Single with children	19	21	20	10	17	27
Couple with children	34	34	[40]	37	30	28
Other	32	30	29	37	29	35
Living arrangement						
Live alone	4	5	4	3	7	2
Living with children	54	55	[60]	50	(49)	56
Living without children	42	40	(36)	47	[44]	42
Mean no. of adults 18 years or over in household	3.3	3.2	3.1	3.3	3.2	3.5
Whether any children under 18 years in household						
Yes	54	55	[60]	50	(49)	56
No	46	45	(40)	50	[51]	44
Monthly family income in Bolivares						
Under 20.000,00 Bs	15	15	8	[21]	15	17
20.001,00 - 40.000,00 Bs	36	[40]	33	[37]	32	36
40.001,00 - 60.000,00 Bs	23	[24]	[26]	20	25	21
60.001,00 - 100.000,00 Bs	17	16	[22]	15	16	16
100.001,00 - 150.000,00 Bs	5	4	5	5	6	6
150.001,00 - 200.000,00 Bs	3	2	3	4	3	2
More than 200.000,00 Bs	2	-	4	-	3	3
Mean (Bolivares)	51.890	(45.400)	[61.790]	(46.920)	55.460	52.350

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 67

BENEFIT SEGMENTS - TRAVEL CHARACTERISTICS

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	1209	267	198	231	222	289
	%	%	%	%	%	%
Mean no. of 4 + night pleasure trips in past 3 years	5.8	4.2	6.3	4.4	4.5	[9.2]
Destinations visited by plane in past 3 years**						
Short haul						
- Venezuela	34	32	40	(24)	32	[43]
- Within Map "A"	12	10	14	13	12	14
Long haul	89	89	89	93	90	84
Destinations visited on two most recent long haul trips***						
U.S. total (unduplicated mentions)	(52)	(58)	(50)	(44)	(53)	(52)
Mainland U.S.	52	58	50	44	53	52
Hawaii/Guam/Samoa	-	-	-	-	-	-
Europe	26	21	22	[38]	28	23
West Indies/Caribbean	8	6	11	3	8	12
South America	5	5	7	6	1	7
Mexico	4	4	5	2	6	4
Canada	3	3	4	3	3	3
Other	2	3	1	3	1	*

* Less than 0.5%
** Based on 943 respondents who had actually taken at least one such trip
*** Based on 1,183 such trips taken by respondents
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 67 (cont'd)

BENEFIT SEGMENTS - TRAVEL CHARACTERISTICS

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	1209	267	198	231	222	289
	%	%	%	%	%	%
One long haul destination most like to visit						
Europe	46	48	44	45	47	45
Total U.S. (unduplicated mentions)	(23)	(22)	(24)	(21)	(17)	(28)
Mainland U.S.	21	21	21	19	16	26
Hawaii/Guam/Samoa	2	1	3	2	1	2
Mexico	8	9	5	9	8	7
Far East/Asia	7	8	8	7	10	5
South America	6	5	9	8	6	4
Canada	4	4	4	2	5	4
West Indies/Caribbean	3	3	2	2	2	4
Africa	2	-	-	1	4	2
Near/Middle East	1	*	2	3	1	1
Australia/New Zealand	1	1	4	1	1	1

* Less than 0.5%

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 67 (cont'd)

BENEFIT SEGMENTS - TRAVEL CHARACTERISTICS

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	838	176	142	175	169	175
	%	%	%	%	%	%
Mean no. of nights away on trip	23.7	21.9	19.0	[30.9]	21.7	24.4
Season trip was taken						
Winter	23	22	27	22	21	22
Spring	13	13	10	13	15	13
Summer	40	38	37	40	40	44
Fall	25	27	26	25	23	22
Type of trip (two most recent)**						
Visit friends and relatives	41	35	26	[59]	43	39
Touring trip	33	35	[42]	19	38	33
Combined business and pleasure	16	18	20	15	10	19
Resort	4	5	4	2	6	4
Exhibition, special event or theme park	3	5	3	3	1	4
City trip	2	2	5	2	2	1
Other	1	*	1	*	1	*
People traveled with						
Traveled alone	38	39	34	[46]	30	40
Wife/husband/girl friend/boy friend	24	23	25	25	[32]	14
Other relatives	22	22	18	22	20	25
Child(ren)	14	13	14	16	16	13
Father/mother	11	15	8	6	12	12
Friends	6	5	[13]	2	7	7
Organized group/club/etc.	2	2	1	1	1	3
Business associates/colleagues	1	1	1	-	1	3
Mean no. of people in travel party	2.5	2.6	2.5	2.2	2.6	2.8
Mean no. of children under 18 in travel party	0.4	0.4	0.4	0.4	0.5	0.4

* Less than 0.5%
** Based on 1,185 trips taken
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 67 (cont'd)

BENEFIT SEGMENTS - TRAVEL CHARACTERISTICS

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents took long haul trip (100%)	838	176	142	175	169	175
	%	%	%	%	%	%
Sources of information used in planning						
Travel agent	66	66	68	[74]	62	61
Friends/family	31	30	29	26	34	35
Airline	18	22	18	14	15	19
Brochures/pamphlets	8	6	6	9	8	9
Embassy/consulate	6	6	10	6	5	6
Newspaper/magazine articles	5	5	7	2	5	4
Advertisements	3	4	3	2	4	2
Tour operator/company	2	1	3	3	2	3
Clubs/associations	2	2	-	2	2	2
Government tourism office/board	2	2	1	2	2	2
Books/library	1	1	2	1	1	2
Other	2	2	1	2	4	2
None	5	3	4	5	4	7
Package trip						
Yes	(16)	(19)	(18)	(10)	(16)	(15)
Accommodation	15	17	17	10	15	14
Flight	15	18	18	10	15	15
Guided tour	8	9	11	6	8	5
Rented car	5	6	5	2	5	6
Flight/accommodation	5	7	5	3	4	6
Flight/accommodation/guided tour	5	4	7	5	7	3
Flight/accommodation/rented car	2	2	1	1	2	4
Flight/accommodation/rented car/guided tour	2	3	3	1	2	1
Flight/guided tour	1	1	1	1	-	-
Other package combinations	1	1	1	-	1	1
No	(84)	(81)	(82)	(90)	(84)	(85)
Where booked (total mentions)						
Travel agent	79	76	77	82	79	79
Stayed with friends/relatives	56	52	43	[71]	56	57
Airline	21	22	26	15	19	21
Direct with hotel etc.	6	18	17	10	21	14
No advance booking	3	3	4	3	4	5
Other	1	1	1	3	2	-

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 67 (cont'd)

BENEFIT SEGMENTS - TRAVEL CHARACTERISTICS

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents took long haul trip (100%)	838	176	142	175	169	175
	%	%	%	%	%	%
Number of months before leaving - decided on destination						
1 month or less	50	[55]	52	43	50	50
Over 1 month - 2 months	15	14	14	19	11	14
Over 2 months - 3 months	10	9	11	10	9	12
Over 3 months - 4 months	4	3	5	3	4	3
Over 4 months - 5 months	2	4	-	1	4	1
Over 5 months - 6 months	8	6	9	9	10	4
Over 6 months	12	9	9	14	12	14
Mean	2.8	(2.4)	2.5	3.1	2.9	2.9
Number of months before leaving - trip was booked						
½ month or less	43	43	42	43	41	43
Over ½ month - 1 month	30	33	30	30	30	29
Over 1 month - 2 months	11	8	13	12	10	11
Over 2 months - 3 months	7	7	4	6	9	6
Over 3 months - 4 months	2	2	4	2	3	1
Over 4 months - 6 months	3	4	1	3	4	2
Over 6 months	1	1	2	-	1	2
Mean	1.0	1.0	1.0	0.9	1.2	1.1

Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 67 (cont'd)

BENEFIT SEGMENTS - TRAVEL CHARACTERISTICS

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total trips to U.S. taken by respondents (100%)	609	149	99	105	125	131
	%	%	%	%	%	%
Mode of transportation used within U.S.						
Plane	48	54	41	39	47	53
Private car	44	44	(29)	[57]	46	43
Rented car	36	33	[48]	(28)	34	42
Public transportation (within cities)	28	32	33	23	28	23
Bus (between cities)	14	17	17	15	11	10
Train	10	10	12	10	12	9
Boat	1	1	-	2	1	2
Other	2	-	2	4	3	1
Total trips to Canada taken by respondents (100%)	37 +	8 + +	7 + +	8 + +	7 + +	7 + +
	%					
Mode of transportation used within Canada						
Private car	43					
Public transportation (within cities)	41					
Bus (between cities)	30					
Plane	27					
Train	19					
Rented car	16					
Other	5					

\+ Small base size
\+ + Data omitted due to small base
Note: Boxed and circled numbers represent those referred to in the main text.

EXHIBIT 68

BENEFIT SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - CANADA

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	1209	267	198	231	222	289
	%	%	%	%	%	%
Provinces and Territories						
Newfoundland/Labrador	7	7	4	7	8	8
P.E.I.	*	-	1	1	-	*
Nova Scotia	3	3	2	3	3	3
New Brunswick	1	*	2	1	1	1
Quebec	81	81	84	83	82	78
Ontario	82	83	79	80	83	85
Manitoba	6	7	5	6	5	8
Saskatchewan	4	3	3	5	2	6
Alberta	17	18	17	15	15	18
British Columbia	18	17	25	17	15	18
Yukon	10	8	10	10	12	11
Northwest Territories	3	3	5	2	1	3
Specific Destinations						
Montreal	63	63	59	66	63	65
Toronto	48	49	47	48	51	48
Quebec City	35	36	40	34	39	26
Ottawa	26	31	23	21	23	30
Niagara Falls	21	18	18	23	23	21
Vancouver	12	12	17	11	10	11
Calgary	8	10	11	6	5	9
Victoria	3	2	3	4	3	3
Regina	3	2	1	5	2	5
Winnipeg	2	1	2	2	1	2

* Less than 0.5%

EXHIBIT 69

BENEFIT SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - U.S.A.

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	1209	267	198	231	222	289
	%	%	%	%	%	%
Top States						
Florida	51	50	46	56	48	53
California	48	49	52	47	44	48
New York	46	46	48	43	47	47
Texas	20	21	13	13	20	[28]
Washington D.C.	14	17	12	13	15	11
Nevada	12	13	12	11	11	12
Massachusetts	10	10	12	9	9	9
Colorado	7	5	8	8	6	7
Louisiana	6	4	9	7	7	4
Illinois	6	7	4	6	6	6
Washington	6	5	4	9	4	6
Pennsylvania	5	6	5	4	5	5
Arizona	5	3	3	6	6	6
8 Travel Regions						
Travel South	61	58	59	63	61	65
Visit U.S. West	62	63	65	63	56	63
New England	11	11	13	10	11	9
Old West Trail Foundation	5	5	3	3	7	5
America's Heartland	29	32	27	21	30	35
Foremost West	15	12	13	16	16	18
George Washington Country	19	23	17	18	22	17
Great Lakes	14	16	13	16	9	15

Note: Boxed numbers represent those referred to in the main text.

EXHIBIT 69 (cont'd)

BENEFIT SEGMENTS
TOP THREE VACATION DESTINATIONS
INTERESTED IN VISITING - U.S.A.

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	1209	267	198	231	222	289
	%	%	%	%	%	%
11 Census Divisions						
West North Central	7	10	6	5	7	7
East South Central	4	3	3	3	4	4
New England	11	11	13	10	11	9
Middle Atlantic	50	51	51	46	52	50
Middle Atlantic (excluding N.Y.)	6	7	6	5	8	6
East North Central	13	14	13	14	9	13
South Atlantic	64	63	57	67	61	67
South Atlantic (excluding Florida)	20	22	18	17	24	20
West South Central	26	27	24	19	27	32
Mountain	27	25	26	25	28	31
Pacific	52	51	57	54	46	53
Pacific (excluding California)	8	6	8	11	7	6
Pacific Islands	2	2	4	2	2	1
Atlantic Islands	*	*	-	*	1	*
Specific Destinations						
New York City	40	40	41	38	41	41
Miami	29	26	22	37	25	32
Los Angeles	16	16	20	14	17	15
San Francisco	10	10	19	12	9	6
Boston	9	10	11	8	9	7
Las Vegas	9	10	10	8	8	7
Orlando	8	9	8	11	9	6
Disneyworld	5	5	3	4	6	4
New Orleans	4	2	7	5	6	3
Houston	4	2	4	5	5	6
Chicago	4	5	2	4	5	4

* Less than 0.5%
Note: Boxed numbers represent those referred to in the main text.

EXHIBIT 70

BENEFIT SEGMENTS - MEDIA READERSHIP

		BENEFIT SEGMENT				
	Total	Comfort and Sports	Adven-ture	Family	Luxury	Sports and Adven-ture
Total respondents (100%)	1209	267	198	231	222	289
	%	%	%	%	%	%
Top 5 daily newspapers						
El Universal	65	64	65	57	67	69
El Nacional	60	59	67	55	63	56
Diario De Caracas	36	39	44	30	37	33
El Mundo	14	14	16	15	13	14
Panorama	13	14	15	13	12	9
Top 5 weekly periodicals/magazines						
Hola	25	27	25	21	28	26
Bohemia	21	22	13	21	20	24
Venezuela Grafica	16	18	10	17	14	19
Elite	15	16	12	16	13	17
Dinero	6	8	7	5	3	7
Top 5 monthly magazines						
Buen Hogar	27	29	19	26	32	25
Vanidades	22	27	17	22	25	19
Selecciones	20	18	23	22	21	15
Hola	16	20	16	13	21	13
Geomundo	16	20	16	13	14	15
Top 5 newspaper supplements						
Estampas	61	61	63	57	65	62
Pandora	37	38	42	30	35	38
Feriado	22	20	28	24	21	19
Dominical	20	26	13	18	22	20
Magazine	12	14	8	11	10	16

Note: Boxed numbers represent those referred to in the main text.

9. PRODUCT SEGMENTATION - II

9.1 Product segments vs. travel philosophy and benefit segments

Further insight into the product segments can be obtained by profiling them with respect to the travel philosophy and benefit segments. This reveals that the product segments are more likely than average to be represented as follows:

	Travel philosophy	Benefit
Sports and Entertainment	Affirmed Package	Comfort and Sports/ Sports and Adventure
Sun and Space	Independent	Family/Luxury
Outdoors and Subcultures	Reluctant	Adventure
Culture and Comfort	No particular segment	No particular segment

(Reference: Exhibit 71)

EXHIBIT 71

PRODUCT SEGMENTS BY TRAVEL PHILOSOPHY AND BENEFIT SEGMENTS

		PRODUCT SEGMENT			
	Total	Sports and Enter-tainment	Sun and Space	Outdoors and Sub-cultures	Culture and Comfort
Total respondents (100%)	1209	375	306	223	291
	%	%	%	%	%
Travel philosophy segment					
Independent	24	19	[30]	24	23
Guarded Package	26	26	26	25	24
Affirmed Package	25	[30]	22	18	28
Reluctant	26	26	22	[33]	25
Benefit segment					
Comfort and Sports	22	[33]	15	17	21
Adventure	16	13	13	[24]	19
Family	19	10	[30]	20	20
Luxury	18	12	[27]	14	22
Sports and Adventure	24	[32]	15	25	18

Note: Boxed numbers represent those referred to in the main text.

9.2 Implications

The marketing implications for each of the four product segments are discussed below in turn.

Sports and Entertainment - This must be considered a promising segment, especially with their above average interest in visiting the United States. Both Canada and the U.S. are well able to provide the nature-related features that are required by this group and some of the cultural and comfort aspects as well. In marketing to this group it should be kept in mind that they tend to be young, males, single, and still at school. Package vacations geared towards sporting activities and entertainment in a comfortable surrounding ought to be attractive to such a group.

Sun and Space - The travel product requirements for this group are clear - the seaside, open spaces, swimming and good weather. They also have an interest in luxury comforts such as first class hotels and high quality restaurants. While the U.S. is rated well for most of these items, Canada is at a distinct disadvantage. With average interest in visiting North America but less than average actual visits, an intensive marketing program could possibly attract this group away from Europe.

Outdoors and Subcultures - Canada and the U.S. are both perceived to have the necessary outdoors resources and to a lesser extent the cultural aspects of a vacation that this group of travelers seek, although their interest in the U.S. and Canada is no more than average. While they are more likely than average to be in the Adventure benefit group, needing to be daring and adventurous, they are also associated with the Reluctant travel philosophy group. Perhaps their lack of enthusiasm for travel accounts for their consistently average attitude towards specific destinations. Because they prefer to choose destinations they have been to before and would rather spend money on other things besides travel, this group is a true marketing challenge.

Culture and Comfort - Both countries are perceived to be somewhat better than average when it comes to first class hotels, fine dining, theatre, concerts, museums and art galleries. These, along with native and immigrant cultures, are what this Culture and Comfort group are seeking. With at least average interest in visiting North America, this sizable group of potential travelers give us few other indications as to their travel needs.

APPENDIX I

BASIC DATA

Newspaper and magazine readership

Demographics

DAILY NEWSPAPERS READ OR LOOKED INTO REGULARLY

(At least 3 of every 6 issues)

	Total
Total respondents (100%)	1209
	%
El Universal	66
El Nacional	60
Diario de Caracas	36
El Mundo	14
Panorama	13
Ultimas Noticias	12
Meridiano	12
El Carabobeno	12
2001	10
The Daily Journal	8
Other (duplicated count)	33
Do not read newspapers	2

WEEKLY PERIODICALS/MAGAZINES READ OR LOOKED INTO REGULARLY

(At least 2 of every 4 issues)

	Total
Total respondents (100%)	1209
	%
Hola	25
Bohemia	21
Venezuela Grafica	16
Elite	15
Dinero	6
Indiscreta	6
Fama	5
Other	2
Do not read weekly periodicals/magazines	47

MONTHLY MAGAZINES READ OR LOOKED INTO REGULARLY

(At least 2 of every 4 issues)

	Total
Total respondents (100%)	1209
	%
Buen Hogar	27
Vanidades	22
Selecciones	20
Hola	16
Geomundo	16
Ideas	16
Mecanica Popular	14
Time	12
Cosmopolitan	11
Newsweek	9
Producto	8
Burda	7
Ronda	7
Venezuela Farandula	7
Zeta	7
Tu	7
Variedades	6
Gerente	6
Paginas	6
Kena	6
Vogue	6
Hombre de Mundo	6
Muy Interesante	4
Other (duplicated count)	32
Do not read monthly magazines	25

NEWSPAPER SUPPLEMENTS READ OR LOOKED INTO REGULARLY

(At least 2 of every 4 issues)

	Total
Total respondents (100%)	1209
	%
Estampas	61
Pandora	37
Feriado	22
Dominical	20
Magazine	12
Meridianito	8
Sintesis	7
Pitoquito	7
Fascinacion	6
Other (duplicated count)	7
Do not read newspaper supplements	15

SAMPLE DEMOGRAPHICS

	Total
Total respondents (100%)	1209
	%
Sex	
Male	50
Female	50
Age	
18 - 24 years	27
25 - 34 years	23
35 - 44 years	19
45 - 54 years	13
55 - 64 years	10
65 years or over	7
Marital status	
Single	39
Married	50
Living together	1
Divorced/separated/widowed	6
Other	4
Occupation	
Owner/self employed	1
Manager/executive	1
Professional/technical	36
Clerical/sales	17
Skilled worker	2
Unskilled worker	2
Student	20
Retired	3
Housewife	17
Education	
Some/completed primary school	7
Some/completed middle school	24
Some/completed technical school	13
Some/completed college/university	56

	Total
Total respondents (100%)	1209
	%
Whether chief wage earner	
Yes	48
No	52
Monthly family income in Bolivares	
Under 20.000,00 Bs	15
20.001,00 - 40.000,00 Bs	36
40.001,00 - 60.000,00 Bs	23
60.001,00 - 100.000,00 Bs	17
100.001,00 - 150.000,00 Bs	5
150.001,00 - 200.000,00 Bs	3
More than 200.000,00 Bs	2
Life cycle	
Living alone	4
Living with one adult	11
Single with children	19
Couple with children	34
Other	32
Living arrangement	
Live alone	4
Living with children	54
Living without children	42
Number of household members 18 years or over	
1	4
2	31
3	26
4	20
5	12
6 or more	7
Mean	3.3

	Total
Total respondents (100%)	1209
	%
Number of household members under 18 years	
None	46
1	22
2	19
3 or more	13
Mean	1.0
Whether members of household are related	
Yes	91
No	5
Single member house	4
Friends or relatives presently live in ...	
Canada - yes	11
- no	89
U.S. - yes	52
- no	48
Fluency in English	
Read	61
Write	52
Speak	56
None	36

APPENDIX II

QUESTIONNAIRE

INTERNATIONAL TRAVEL STUDY #C256

SCREENER

Good_____. I'm_____ of (COMPANY NAME) and we're doing a study about holiday travel.

S1. Are you eighteen years of age or over?

Yes 1
No ..... 2 → ASK TO SPEAK TO HOUSEHOLD MEMBER 18 OR OVER

S2. Including yourself, how many people eighteen years of age or older live in your household at the present time?

1 2 3 4 5 or more
↓
SKIP TO QU.S7

S3. As far as you can remember, in the past three years, that is, since November 1987, how many of these people 18 or over, including yourself, have taken a trip by plane entirely or in part for vacation or pleasure, for four nights or more to destinations outside of the area shown on this map. (HAND MAP TO RESPONDENT)

0 1 2 3 4 5 or more
↓ ↓
SKIP TO QU.S5 — ASK TO SPEAK TO THAT PERSON AND SKIP TO QU.S7

S4. For this study we can choose only one person. Of the (ANSWER IN QU.S3) members of your household you just told me took a trip, whose birthday comes soonest after June 1/September 1/December 1/March 1? (THIS IS THE SELECTED RESPONDENT. SKIP TO QU.S7)

S5. And how many people in your household eighteen years of age or over, including yourself, would you say are definitely or very likely to take such a trip in the next 2 years, that is, a vacation or pleasure trip of four nights or more by plane outside of the countries shown on this map?

0 1 2 3 4 5 or more
↓ ↓
TER-MINATE — ASK TO SPEAK TO THAT PERSON AND SKIP TO QU.S7

S6. For this study we can choose only one person. Of the (ANSWER TO QU.S5) members of your household you just told me are definitely or very likely to take a trip, whose birthday comes soonest after June 1/September 1/December 1/March 1? (THIS IS THE SELECTED RESPONDENT. SKIP TO QU.S7)

(IF TALKING WITH NEW RESPONDENT, REINTRODUCE YOURSELF AND PURPOSE OF STUDY)

S7. (Just to be sure that I'm talking to the right person), in the past three years, since November 1987, have you, yourself, taken a trip entirely or in part for holiday or pleasure to somewhere outside of the countries shown on this map?

Yes 1
No ..... 2 → SKIP TO QU.S10

S8. On any of these trips, did you travel by plane?

Yes 1
No ..... 2 → SKIP TO QU.S10

S9. And were any of these plane trips for four nights or longer?

Yes 1
No 2

S10. In the next two years, that is, before January 1993, how likely is it that you, yourself, will fly to somewhere outside of the countries shown on this map entirely or in part for vacation or pleasure and stay away from home at least four nights? Would you say that you ... (READ LIST - CIRCLE ONE)

will definitely take such a trip 1
are very likely to take such a trip 2
are somewhat likely to do so 3
might or might not take such a trip .... 4 → IF CODE 1 NOT CIRCLED IN QU.S9 TERMINATE AND RECORD
OR are not likely to take such a trip 5

1a) Now I'd like you to think about the vacation or pleasure trips of four nights or longer that you have taken in the past three years. Please include all the vacation or pleasure trips you have taken, not just those to places outside the area shown on this map. Remember to include only those trips that were either entirely or in part for pleasure.

In the past three years since November 1987, about how many vacation or pleasure trips, in total, have you taken that were four nights or longer? (RECORD NUMBER)

☐☐ trips

IF 0 0 SKIP TO INSTRUCTION AFTER QU.10b

1b) On how many of these trips did you travel to your destination by plane?

☐☐ trips

IF 0 0 SKIP TO INSTRUCTION AFTER QU.10b

1c) And for how many of these trips by plane was your furthest destination from home ... (READ LIST AND RECORD NUMBER FOR EACH - NUMBERS MUST ADD TO NUMBER OF TRIPS IN QU.1b)

somewhere in Venezuela ☐☐ trips (C)

some other country in the area shown on this map ☐☐ trips (B)

Somewhere outside of the area shown on this map ☐☐ trips (A)

IF BOX A = 0 0 SKIP TO INSTRUCTION AFTER QU.10b.

IF BOX A = 0 1 ASK QU.2a to 2d ABOUT THIS TRIP OUTSIDE THE AREA SHOWN ON THE MAP.

IF BOX A = 0 2 OR MORE, ASK QU.2a to 2d ABOUT MOST RECENT AND SECOND MOST RECENT TRIP OUTSIDE THE AREA SHOWN ON THE MAP.

2a) Thinking about your (most recent/second most recent) trip of four nights or longer to somewhere outside of the area on the map, which of these places did you visit on that trip? (HAND CARD "A" - CIRCLE AS MANY AS APPLY)

	Most recent	Second most recent
Mainland U.S.A.	1	1
Canada	2	2
Mexico	3	3
South America	4	4
The West Indies/Caribbean	5	5
Europe	6	6
Near/Middle East	7	7
Africa	8	8
Far East/Asia	9	9
Hawaii/Guam/American Samoa	0	0
Other South Pacific	X	X
Australia/New Zealand	V	V
Other (SPECIFY)	_____	_____

2b) Which one of the trip descriptions on this card best describes what type of trip this was? (HAND CARD "B" - CIRCLE ONE ONLY)

A visit to friends and relatives	1	1
A touring trip	2	2
A city trip	3	3
An outdoors trip	4	4
A resort trip	5	5
A trip to an exhibition, special event, amusement or theme park	6	6
A cruise	7	7
A trip that combined business and pleasure	8	8

(IF MAINLAND U.S.A. CIRCLED IN QU.2a ASK QU.2c. IF CANADA CIRCLED IN QU.2a ASK QU.2d. ALL OTHERS SKIP TO INSTRUCTION AFTER QU.2d)

2c) And while you were in the United States, by which of the following did you travel? (HAND CARD 'C' - CIRCLE AS MANY AS APPLY)

	Most recent	Second most recent
Plane	1	1
Train	2	2
Bus between cities	3	3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis)	4	4
Boat	5	5
Rented car	6	6
Private car	7	7
Camper or recreational vehicle	8	8
Other	9	9

2d) And while you were in Canada, by which of the following did you travel? (HAND CARD 'C' - CIRCLE AS MANY AS APPLY)

Plane	1	1
Train	2	2
Bus between cities	3	3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis)	4	4
Boat	5	5
Rented car	6	6
Private car	7	7
Camper or recreational vehicle	8	8
Other	9	9

IF BOX A IN QU.1c = [0|1], CONTINUE.

IF BOX A IN QU.1c = [0|2] OR MORE, ASK QU.3a TO QU.10 ABOUT MOST RECENT TRIP. SAY: Now just thinking about your most recent trip ...)

3a) On that trip to (DESTINATION IN QU.2a), how many nights, in total, were you away from home? (RECORD NUMBER) [| |]

3b) And when did you take that trip? Please tell me the month and the year you started that trip.

_____ (month) [1|9| |] (year)

2c) And while you were in the United States, by which of the following did you travel? (HAND CARD 'C' - CIRCLE AS MANY AS APPLY)

	Most recent	Second most recent
Plane	1	1
Train	2	2
Bus between cities	3	3
Public transportation within cities (e.g. bus, subway, streetcar, etc. but excluding taxis)	4	4
Boat	5	5
Rented car	6	6
Private car	7	7
Camper or recreational vehicle	8	8
Other	9	9

2d) And while you were in Canada, by which of the following did you travel? (HAND CARD 'C' - CIRCLE AS MANY AS APPLY)

Plane	1	1
Train	2	2
Bus between cities	3	3
Public transportation within cities (e.g. bus, subway, streetcar, etc. but excluding taxis)	4	4
Boat	5	5
Rented car	6	6
Private car	7	7
Camper or recreational vehicle	8	8
Other	9	9

IF BOX A IN QU.1c = [0|1] CONTINUE.

IF BOX A IN QU.1c = [0|2] OR MORE, ASK QU.3a TO QU.10 ABOUT SECOND MOST RECENT TRIP. SAY: Now just thinking about your most recent trip ...)

3a) On that trip to (DESTINATION IN QU.2a), how many nights, in total, were you away from home? (RECORD NUMBER) [| |]

3b) And when did you take that trip? Please tell me the month and the year you started that trip.

_____ (month) [1|9| |] (year)

4a) Whom did you travel with on this trip? (CIRCLE AS MANY AS APPLY)

Travelled alone	1	→ SKIP TO QU.5a
Wife/husband/girlfriend/boyfriend	2	
Child(ren)	3	
Father/mother	4	
Other relatives	5	
Friends	6	
Organized group/club/etc.	7	
Business associates/colleagues	8	

Other (SPECIFY) _____

4b) Including yourself, how many people were there in your immediate travel party? (CIRCLE ONE ONLY. IF RESPONDENT ANSWERS 7 OR MORE, PROBE: Just to make sure, was that your immediate travel party or did that include people that were part of a larger group? CHANGE ANSWER IF NECESSARY.)

0 1 2 3 4 5 6 7 8 9 or more

4c) And how many of these were under 18 years of age? (CIRCLE ONE ONLY)

0 1 2 3 4 5 6 7 8 9 or more

5a) How long before your trip did you definitely decide to go to (DESTINATION)? (RECORD NUMBER IN APPROPRIATE BOX)

☐☐ weeks OR ☐☐ months OR ☐☐ years

5b) And how long before your trip did you actually start booking it?

☐☐ weeks OR ☐☐ months OR ☐☐ years

6a) What different sources of information, if any, did you use when you were planning the trip? (CIRCLE AS MANY AS APPLY)

	Qu.6a	Qu.6b
Talked to travel agent	1	1
Picked up brochures/pamphlets	2	2
Talked to friends/family members	3	3
Airline	4	4
Tour operator/company	5	5
Read articles/features in newspapers/magazines	6	6
Books/went to library	7	7
Automobile association	8	8
Government tourism office/board	9	9
Embassy/consulate	0	0
Clubs/associations	X	X
Advertisements	V	V
Other (SPECIFY) _____	_____	_____
_____	_____	_____
None	X	X

6b) And which one of these sources would you say was the most important? (CIRCLE ONE) ——→

7a) Was either your flight or your accommodation included as part of a package with anything else?

Yes 1
No ..... 2 → SKIP TO QU.8a

7b) Did the package include ... (READ EACH ITEM IN TURN - CIRCLE YES OR NO FOR EACH)

	Yes	No
Airfare to and from your destination	1	A *
Accommodation	2	B *
A rented car	3	C
A guide who led you and a group on a planned itinerary for several days	4	D

7c) Where did you book the package? (CIRCLE ONE ONLY)

Travel agent 1
Tour operator/holiday company 2
Directly with airline 3
Other (SPECIFY) _____

→ IF CODE A* OR B* CIRCLED IN QU.7b, ASK QU.8a/8b AS NECESSARY. ALL OTHERS SKIP TO QU.9

8a) Where did you book your flight to and from your destination? (CIRCLE ONE ONLY)

Travel agent 1
Directly with airline 2
Other (SPECIFY) _____

8b) And where did you book your accommodation? (CIRCLE AS MANY AS APPLY)

Travel agent 1
Directly with hotel, etc. 2
Stayed with friends/relatives 3
Did not book in advance 4
Other (SPECIFY) _____

9. Which of the following activities did you actually take part in during your holiday? (READ LIST STARTING AT X-ED ITEM - CIRCLE AS MANY AS APPLY)

Start here

( ) Attending concerts/live theatre 1
Attending local festivals/fairs/other special events 2
Attending sporting events 3
Climbing, hiking, etc. 4
Getting to know the local inhabitants 5
Dining out in restaurants 6

Fishing 7
Going on short guided excursions/tours 8
Golfing or playing tennis 9
Horse-riding 0
Hunting X
Observing wildlife/bird watching V

Sampling local foods 1
Shopping 2
Sightseeing in cities 3
Snow skiing (downhill or cross country) 4
Sunbathing or other beach activities 5
Swimming 6

Taking pictures or filming 7
Sightseeing in the countryside 8
Visiting wilderness areas 9
Visiting amusement or theme parks 0
Visiting casinos/gambling X
Visiting friends or relatives V

( ) Visiting galleries/museums 1
Visiting mountainous areas 2
Visiting national parks or forests 3
Visiting night clubs or other places of entertainment (discos, dancing, etc.)- 4
Visiting the seaside 5
Visiting places of historical interest 6

Visiting sites commemorating important people 7
Visiting places of archeological interest 8
Visiting places of importance in military history 9
Visiting scenic landmarks 0
Water sports (e.g. surfing, water skiing, sailing, canoeing, scuba diving) X
Visiting health spas V
Taking a day cruise 1
Taking a cruise of one or more nights 2

10a) Overall, how satisfied were you with your holiday in (DESTINATION)? Would you say you were ... (READ LIST - CIRCLE ONE)

very satisfied 1
somewhat satisfied 2
not very satisfied 3
Or not at all satisfied 4

10b) And in the next 5 years, how likely is it that you will take another holiday to (DESTINATION)? Is it ... (READ LIST - CIRCLE ONE)

very likely 1
somewhat likely 2
not very likely 3
Or not at all likely 4

(TURN PAGE AND READ QU.11 AND THEN HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)

#C256

11. Here are some statements describing how people might feel about vacation pleasure travel. For each statement listed, please put an "X" in one box to show how much you agree or disagree that the statement describes how you feel about overseas vacation travel. Please start at the item indicated.

Start here		Strongly agree	Agree somewhat	Disagree somewhat	Strongly disagree
( )	I like to have all my travel arrangements made before I start out on vacation	( )1	( )2	( )3	( )4
	I take short pleasure trips whenever I have the opportunity	( )1	( )2	( )3	( )4
	Making arrangements for major trips can be such a bother that I end up not travelling	( )1	( )2	( )3	( )4
	I usually choose vacation places where I have been before	( )1	( )2	( )3	( )4
	For me, money spent on travel is well spent	( )1	( )2	( )3	( )4
	In any one year I would rather take a number of short vacation trips instead of one long vacation trip	( )1	( )2	( )3	( )4
	I would just as soon spend my money on things other than vacation travel	( )1	( )2	( )3	( )4
	I enjoy making my own arrangements for vacation trips	( )1	( )2	( )3	( )4
	Once I get to my destination, I like to stay put	( )1	( )2	( )3	( )4
( )	I think it's worth paying more to get luxuries and extras on a vacation trip	( )1	( )2	( )3	( )4
	I prefer to go on guided tours when vacationing overseas	( )1	( )2	( )3	( )4
	I don't have to travel to enjoy a vacation	( )1	( )2	( )3	( )4
	I don't have to spend a lot of money to enjoy a vacation	( )1	( )2	( )3	( )4
	I like to go to a different place on each new vacation trip	( )1	( )2	( )3	( )4
	I often choose vacation places that I have heard about from friends who have been there	( )1	( )2	( )3	( )4
	It is important that the people I encounter on a vacation trip speak my language	( )1	( )2	( )3	( )4
	I usually travel on reduced air fares	( )1	( )2	( )3	( )4
	I like to make my arrangements as I go along on a vacation	( )1	( )2	( )3	( )4
	I usually use a travel agent to help me decide where to go on vacation	( )1	( )2	( )3	( )4
	I prefer to leave the organizing to the people I'm travelling with	( )1	( )2	( )3	( )4
	I usually buy vacation packages which include both accommodation and transportation	( )1	( )2	( )3	( )4
	When visiting another country, I like to travel from place to place rather than spending my whole vacation in one area	( )1	( )2	( )3	( )4
	Inexpensive travel to the destination country is important to me	( )1	( )2	( )3	( )4
	I usually travel on all-inclusive package vacations	( )1	( )2	( )3	( )4
	Getting value for my vacation money is very important to me	( )1	( )2	( )3	( )4

PLEASE HAND BACK TO INTERVIEWER

12a) Now I'd like you to think about places outside the countries shown on this map that you would like to travel to for a vacation.

What are the names of five places that you would like to visit on an overseas vacation trip? (RECORD BELOW IN ORDER MENTIONED - PROBE UNTIL 5 PLACES GIVEN)

		Qu.12b Most like to visit
☐☐☐	1. _____	1
☐☐☐	2. _____	2
☐☐☐	3. _____	3
☐☐☐	4. _____	4
☐☐☐	5. _____	5

12b) Which one of these places would you most like to visit in the next two years? (CIRCLE ONE ONLY)

12c) And how likely is it that you will visit (PLACE FROM QU.12b) in the next two years? Would you say that you ... (READ LIST - CIRCLE ONE)

	will definitely visit	1
	are very likely to visit	2
	are somewhat likely to visit	3
	might or might not visit	4
Or	are not likely to visit	5

13. I would like to know how important different things are to you when deciding to take an overseas vacation trip.

(TURN PAGE AND READ QU.13 AND HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)

(WHEN RESPONDENT HAS COMPLETED QU.13, TURN PAGE AND READ QU.14. HAND QUESTIONNAIRE BACK TO RESPONDENT)

13. Please imagine that you are thinking of taking an overseas vacation trip. For each statement on this page, "X" one box to show how important that reason is to you when considering such a trip. Please start at the item indicated.

Start here		Very important	Somewhat important	Not very important	Not at all important
( )	Getting away from the demands of home	( )1	( )2	( )3	( )4
	Reliving past good times	( )1	( )2	( )3	( )4
	Experiencing new and different lifestyles	( )1	( )2	( )3	( )4
	Trying new foods	( )1	( )2	( )3	( )4
	Travelling through places that are important in history	( )1	( )2	( )3	( )4
	Being free to act the way I feel	( )1	( )2	( )3	( )4
	Finding thrills and excitement	( )1	( )2	( )3	( )4
	Experiencing a simpler lifestyle	( )1	( )2	( )3	( )4
	Being together as a family	( )1	( )2	( )3	( )4
	Meeting people with similar interests	( )1	( )2	( )3	( )4
	Seeing and experiencing a foreign destination	( )1	( )2	( )3	( )4
	Going places my friends haven't been	( )1	( )2	( )3	( )4
	Talking about the trip after I return home	( )1	( )2	( )3	( )4
	Participating in sports	( )1	( )2	( )3	( )4
	Watching sports events	( )1	( )2	( )3	( )4
( )	Travelling to places where I feel safe and secure	( )1	( )2	( )3	( )4
	Having fun, being entertained	( )1	( )2	( )3	( )4
	Seeing as much as possible in the time available	( )1	( )2	( )3	( )4
	Rediscovering myself	( )1	( )2	( )3	( )4
	Visiting friends and relatives	( )1	( )2	( )3	( )4
	Visiting places my family came from	( )1	( )2	( )3	( )4
	Being physically active	( )1	( )2	( )3	( )4
	Getting a change from a busy job	( )1	( )2	( )3	( )4
	Being daring and adventuresome	( )1	( )2	( )3	( )4
	Doing nothing at all	( )1	( )2	( )3	( )4
	Learning new things, increasing my knowledge	( )1	( )2	( )3	( )4
	Indulging in luxury	( )1	( )2	( )3	( )4
	Roughing it	( )1	( )2	( )3	( )4
	Escaping from the ordinary	( )1	( )2	( )3	( )4
	Feeling at home away from home	( )1	( )2	( )3	( )4

PLEASE HAND BACK TO INTERVIEWER

14. When choosing a destination for an overseas vacation trip, different things are important to different people. Listed below are a number of items. For each item, please "X" one box to show how important that item is to you in an overseas vacation destination. Please start at the item indicated.

Start here		Very important	Somewhat important	Not very important	Not at all important
( )	High quality restaurants	( )1	( )2	( )3	( )4
	Budget accommodation	( )1	( )2	( )3	( )4
	Seaside	( )1	( )2	( )3	( )4
	Golf and tennis	( )1	( )2	( )3	( )4
	Big modern cities	( )1	( )2	( )3	( )4
	Historic old cities	( )1	( )2	( )3	( )4
	Nightlife and entertainment (bars, clubs, dancing)	( )1	( )2	( )3	( )4
	Outstanding scenery	( )1	( )2	( )3	( )4
	Shopping	( )1	( )2	( )3	( )4
	Reliable weather	( )1	( )2	( )3	( )4
	Standards of hygiene and cleanliness	( )1	( )2	( )3	( )4
	Mountainous areas	( )1	( )2	( )3	( )4
	Local cuisine	( )1	( )2	( )3	( )4
	Personal safety, even when travelling alone	( )1	( )2	( )3	( )4
	Snow skiing (down hill/cross-country)	( )1	( )2	( )3	( )4
	Interesting small towns and villages	( )1	( )2	( )3	( )4
	Beaches for swimming and sunning	( )1	( )2	( )3	( )4
	Casinos and gambling	( )1	( )2	( )3	( )4
	Campgrounds and trailer parks	( )1	( )2	( )3	( )4
	Local festivals	( )1	( )2	( )3	( )4
	Amusement or theme parks	( )1	( )2	( )3	( )4
	Museums and art galleries	( )1	( )2	( )3	( )4
	Warm, sunny climate	( )1	( )2	( )3	( )4
	Wilderness and undisturbed nature	( )1	( )2	( )3	( )4
( )	Interesting and friendly local people	( )1	( )2	( )3	( )4
	Wide open spaces to get away from crowds	( )1	( )2	( )3	( )4
	Local crafts and handiwork	( )1	( )2	( )3	( )4
	Outdoor activities such as hiking, climbing	( )1	( )2	( )3	( )4
	Inexpensive restaurants	( )1	( )2	( )3	( )4
	Public transportation such as airlines, railways, local transit systems	( )1	( )2	( )3	( )4
	Live theatre and concerts	( )1	( )2	( )3	( )4
	Resort areas	( )1	( )2	( )3	( )4
	Unique or different native cultural groups such as Eskimo and Indian	( )1	( )2	( )3	( )4
	Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on	( )1	( )2	( )3	( )4
	National parks and forests	( )1	( )2	( )3	( )4
	Inexpensive travel in the destination country	( )1	( )2	( )3	( )4
	Variety of short guided excursions/tours	( )1	( )2	( )3	( )4
	Exotic atmosphere	( )1	( )2	( )3	( )4
	Warm welcome for tourists	( )1	( )2	( )3	( )4
	Lakes and rivers	( )1	( )2	( )3	( )4
	Culture different from my own	( )1	( )2	( )3	( )4
	Fishing	( )1	( )2	( )3	( )4
	Hunting	( )1	( )2	( )3	( )4
	First class hotels	( )1	( )2	( )3	( )4
	Spectator sporting events	( )1	( )2	( )3	( )4
	Historical, archeological or military sites and buildings	( )1	( )2	( )3	( )4
	Chance to see wildlife and birds I don't usually see	( )1	( )2	( )3	( )4
	Opportunities to increase one's knowledge	( )1	( )2	( )3	( )4
	Manageable size so I can see everything I want to see	( )1	( )2	( )3	( )4
	Water sports such as surfing, water skiing, sailing, scuba diving	( )1	( )2	( )3	( )4
	Fast food restaurants	( )1	( )2	( )3	( )4
	Environmental quality of air, water and soil	( )1	( )2	( )3	( )4
	Cruises of one or more nights	( )1	( )2	( )3	( )4
	Bed and breakfast	( )1	( )2	( )3	( )4

15a) Now I'd like you to think about places in Canada that people might go to on a vacation. What are the names of five places in Canada where people might go on a vacation? (RECORD BELOW UNDER QU.15a IN ORDER MENTIONED) (PROBE:) What other places in Canada? (IF NECESSARY PROBE FOR DIFFERENCE BETWEEN QUEBEC CITY AND QUEBEC PROVINCE).

15b) Looking at this map of Canada, please tell me the names of three other places in Canada that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU.15b IN ORDER MENTIONED) (PROBE:) What other places?

15c) Which places in Canada, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.15c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.15a OR QU.15b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO CANADA, CIRCLE "X" AND SKIP TO QU.15f)

15d) Which places, if any, have you been to in the past three years, since May 1987? (RECORD UNDER QU.15d - CIRCLE ALL RESPONSES)

15e) Which one thing about Canada would make you recommend it to someone else as a vacation destination? (OPEN ENDED)

15f) You have named a number of different places in Canada. (READ ALL PLACES MENTIONED - QU.15a, QU.15b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.15f - MOST)
And which one would be your second choice? (RECORD UNDER QU.15f - 2nd)
And which one would be your third choice? (RECORD UNDER QU.15f - 3rd - TAKE BACK MAP)

	Qu.15a	Qu.15c	Qu.15d	Qu.15f		
		Most like to visit	Been in past 3 yrs.	Most	2nd	3rd
☐☐☐	1. _____	1	1	1	1	1
☐☐☐	2. _____	2	2	2	2	2
☐☐☐	3. _____	3	3	3	3	3
☐☐☐	4. _____	4	4	4	4	4
☐☐☐	5. _____	5	5	5	5	5
	Qu.15b					
☐☐☐	1. _____	6	6	6	6	6
☐☐☐	2. _____	7	7	7	7	7
☐☐☐	3. _____	8	8	8	8	8
	Never been to Canada ... X →		SKIP TO QU.15f	_____		
	Other					
☐☐☐	1. _____		1	1	1	1
☐☐☐	2. _____		2	2	2	2
☐☐☐	3. _____		3	3	3	3
☐☐☐	4. _____		4	4	4	4
☐☐☐	5. _____		5	5	5	5

16a) Overall, how interested are you in visiting or re-visiting Canada in the next five years? Would you say you are ... (READ LIST - CIRCLE ONE)

very interested 1
somewhat interested 2
Or not interested 3

16b) I would like you to compare Canada with other overseas places that you have visited on a vacation trip and those you might visit in the future. Even though some people know less about Canada than others do, everyone has impressions of what it would be like to vacation there.

(READ QU.16b AND HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)

15a) Now I'd like you to think about places in the United States that people might go to on a vacation. What are the names of five places in the United States where people might go on a vacation? (RECORD BELOW UNDER QU.15a IN ORDER MENTIONED) (PROBE:) What other places in the United States? (IF NECESSARY PROBE FOR DIFFERENCE BETWEEN NEW YORK CITY AND NEW YORK STATE, AND WASHINGTON, D.C. AND WASHINGTON STATE).

15b) Looking at this map of the United States, please tell me the names of three other places in the United States that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU.15b IN ORDER MENTIONED) (PROBE:) What other places?

15c) Which places in the United States, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.15c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.15a OR QU.15b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO THE UNITED STATES, CIRCLE "X" AND SKIP TO QU.15e)

15d) Which places, if any, have you been to in the past three years, since May 1987? (RECORD UNDER QU.15d - CIRCLE ALL RESPONSES)

15e) You have named a number of different places in the United States. (READ ALL PLACES MENTIONED - QU.15a, QU.15b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.15e - MOST)
And which one would be your second choice? (RECORD UNDER QU.15e - 2nd)
And which one would be your third choice? (RECORD UNDER QU.15e - 3rd - TAKE BACK MAP)

	Qu.15a	Qu.15c Most like to visit	Qu.15d Been in past 3 yrs.	Qu.15e Most	Qu.15e 2nd	Qu.15e 3rd
☐☐☐	1._____	1	1	1	1	1
☐☐☐	2._____	2	2	2	2	2
☐☐☐	3._____	3	3	3	3	3
☐☐☐	4._____	4	4	4	4	4
☐☐☐	5._____	5	5	5	5	5
	Qu.15b					
☐☐☐	1._____	6	6	6	6	6
☐☐☐	2._____	7	7	7	7	7
☐☐☐	3._____	8	8	8	8	8
Never been to the United States		X →	SKIP TO QU.15e	_____		
	Other					
☐☐☐	1._____		1	1	1	1
☐☐☐	2._____		2	2	2	2
☐☐☐	3._____		3	3	3	3
☐☐☐	4._____		4	4	4	4
☐☐☐	5._____		5	5	5	5

16a) Overall, how interested are you in visiting or re-visiting the United States in the next five years? Would you say you are ... (READ LIST - CIRCLE ONE)

	very interested	1
	somewhat interested	2
Or	not interested	3

16b) I would like you to compare the United States with other overseas places that you have visited on a vacation trip and those you might visit in the future. Even though some people know less about the United States than others do, everyone has impressions of what it would be like to vacation there.

(READ QU.16b AND HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)

16b) The following is a list of items that might attract people to choose a particular destination for their vacation. For each statement, please "X" one box to show whether you think Canada is (READ SLOWLY) a lot better than other overseas vacation places for that item, a little better than other places, the same as other places, not quite as good or not nearly as good as other places you might vacation. Please start at the item indicated.

Start here		Compared with other places Canada is ... A lot better	A little better	The same	Not quite as good	Not nearly as good
( )	Variety of things to see and do	( )1	( )2	( )3	( )4	( )5
	High quality restaurants	( )1	( )2	( )3	( )4	( )5
	Value for my vacation money	( )1	( )2	( )3	( )4	( )5
	Budget accommodation	( )1	( )2	( )3	( )4	( )5
	Nightlife and entertainment (bars, clubs, dancing)	( )1	( )2	( )3	( )4	( )5
	Outstanding scenery	( )1	( )2	( )3	( )4	( )5
	Shopping	( )1	( )2	( )3	( )4	( )5
	Standards of hygiene and cleanliness	( )1	( )2	( )3	( )4	( )5
	Personal safety, even when travelling alone	( )1	( )2	( )3	( )4	( )5
	Snow skiing (down hill/cross-country)	( )1	( )2	( )3	( )4	( )5
	Beaches for swimming and sunning	( )1	( )2	( )3	( )4	( )5
	Local festivals	( )1	( )2	( )3	( )4	( )5
	Amusement or theme parks	( )1	( )2	( )3	( )4	( )5
	Museums and art galleries	( )1	( )2	( )3	( )4	( )5
( )	Interesting and friendly local people	( )1	( )2	( )3	( )4	( )5
	Outdoor activities such as hiking, climbing	( )1	( )2	( )3	( )4	( )5
	Public transportation (e.g. airlines, railways, local transit systems)	( )1	( )2	( )3	( )4	( )5
	Live theatre and concerts	( )1	( )2	( )3	( )4	( )5
	Unique or different native cultural groups such as Eskimo and Indian	( )1	( )2	( )3	( )4	( )5
	Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on	( )1	( )2	( )3	( )4	( )5
	Inexpensive restaurants	( )1	( )2	( )3	( )4	( )5
	National parks and forests	( )1	( )2	( )3	( )4	( )5
	Inexpensive travel to the destination country	( )1	( )2	( )3	( )4	( )5
	Inexpensive travel in the destination country	( )1	( )2	( )3	( )4	( )5
	Fishing	( )1	( )2	( )3	( )4	( )5
	Hunting	( )1	( )2	( )3	( )4	( )5
	First class hotels	( )1	( )2	( )3	( )4	( )5
	Spectator sporting events	( )1	( )2	( )3	( )4	( )5
	Historical, archeological or military sites and buildings	( )1	( )2	( )3	( )4	( )5
	Seeing wildlife and birds I don't usually see	( )1	( )2	( )3	( )4	( )5
	Water sports such as surfing, water skiing, sailing, scuba diving	( )1	( )2	( )3	( )4	( )5
	Kinds of things I like to do on vacation	( )1	( )2	( )3	( )4	( )5

16b) The following is a list of items that might attract people to choose a particular destination for their vacation. For each statement, please "X" one box to show whether you think the United States is (READ SLOWLY) a lot better than other overseas vacation places for that item, a little better than other places, the same as other places, not quite as good or not nearly as good as other places you might vacation. Please start at the item indicated.

Start here		Compared with other places United States is ... A lot better	A little better	The same	Not quite as good	Not nearly as good
( )	Variety of things to see and do	( )1	( )2	( )3	( )4	( )5
	High quality restaurants	( )1	( )2	( )3	( )4	( )5
	Value for my vacation money	( )1	( )2	( )3	( )4	( )5
	Budget accommodation	( )1	( )2	( )3	( )4	( )5
	Nightlife and entertainment (bars, clubs, dancing)	( )1	( )2	( )3	( )4	( )5
	Outstanding scenery	( )1	( )2	( )3	( )4	( )5
	Shopping	( )1	( )2	( )3	( )4	( )5
	Mountainous areas	( )1	( )2	( )3	( )4	( )5
	Personal safety, even when travelling alone	( )1	( )2	( )3	( )4	( )5
	Snow skiing (down hill/cross-country)	( )1	( )2	( )3	( )4	( )5
	Fast food restaurants	( )1	( )2	( )3	( )4	( )5
	Beaches for swimming and sunning	( )1	( )2	( )3	( )4	( )5
	Casinos and gambling	( )1	( )2	( )3	( )4	( )5
	Amusement or theme parks	( )1	( )2	( )3	( )4	( )5
	Museums and art galleries	( )1	( )2	( )3	( )4	( )5
( )	Interesting and friendly local people	( )1	( )2	( )3	( )4	( )5
	Outdoor activities such as hiking, climbing	( )1	( )2	( )3	( )4	( )5
	Availability of package (all-inclusive) vacations	( )1	( )2	( )3	( )4	( )5
	Public transportation (e.g. airlines, railways, local transit systems)	( )1	( )2	( )3	( )4	( )5
	Live theatre and concerts	( )1	( )2	( )3	( )4	( )5
	Resort areas	( )1	( )2	( )3	( )4	( )5
	Inexpensive restaurants	( )1	( )2	( )3	( )4	( )5
	Unique or different native cultural groups such as Eskimo and Indian	( )1	( )2	( )3	( )4	( )5
	Unique and different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on	( )1	( )2	( )3	( )4	( )5
	National parks and forests	( )1	( )2	( )3	( )4	( )5
	Fishing	( )1	( )2	( )3	( )4	( )5
	Hunting	( )1	( )2	( )3	( )4	( )5
	First class hotels	( )1	( )2	( )3	( )4	( )5
	Historical, archeological or military sites and buildings	( )1	( )2	( )3	( )4	( )5
	Opportunities to increase one's knowledge	( )1	( )2	( )3	( )4	( )5
	Opportunity to escape from the ordinary	( )1	( )2	( )3	( )4	( )5
	Water sports such as surfing, water skiing, sailing, scuba diving	( )1	( )2	( )3	( )4	( )5
	Kinds of things I like to do on vacation	( )1	( )2	( )3	( )4	( )5
	Opportunity for being daring and adventuresome	( )1	( )2	( )3	( )4	( )5

17a) Now I'd like you to think about places in the United States that people might go to on a vacation. What are the names of five places in the United States where people might go on a vacation? (RECORD BELOW UNDER QU.17a IN ORDER MENTIONED) (PROBE:) What other places in the United States? (IF NECESSARY PROBE FOR DIFFERENCE BETWEEN NEW YORK CITY AND NEW YORK STATE, WASHINGTON, D.C. AND WASHINGTON STATE.)

17b) Looking at this map of the United States, please tell me the names of three other places in the United States that people might go on a vacation? (HAND MAP -RECORD BELOW UNDER QU.17b IN ORDER MENTIONED) (PROBE:) What other places?

17c) Which places in the United States, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.17c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.17a OR QU.17b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO THE UNITED STATES, CIRCLE "X" AND SKIP TO QU.17f)

17d) Which places, if any, have you been to in the past three years, since May 1987? (RECORD UNDER QU.17d - CIRCLE ALL RESPONSES)

17e) You have named a number of different places in the United States. (READ ALL PLACES MENTIONED - QU.17a, QU.17b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.17e - MOST)

And which one would be your second choice? (RECORD UNDER QU.17e - 2nd)

And which one would be your third choice? (RECORD UNDER QU.17e - 3rd - TAKE BACK MAP)

	Qu.17a	Qu.17c	Qu.17d	Qu.17e		
		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
☐☐☐	1. _____	1	1	1	1	1
☐☐☐	2. _____	2	2	2	2	2
☐☐☐	3. _____	3	3	3	3	3
☐☐☐	4. _____	4	4	4	4	4
☐☐☐	5. _____	5	5	5	5	5
	Qu.17b					
☐☐☐	1. _____	6	6	6	6	6
☐☐☐	2. _____	7	7	7	7	7
☐☐☐	3. _____	8	8	8	8	8
	Never been to United States ... X →		SKIP TO QU.17e	_____		
	Other					
☐☐☐	1. _____		1	1	1	1
☐☐☐	2. _____		2	2	2	2
☐☐☐	3. _____		3	3	3	3
☐☐☐	4. _____		4	4	4	4
☐☐☐	5. _____		5	5	5	5

18. Overall, how interested are you in visiting or re-visiting the United States in the next five years? Would you say you are ... (READ LIST - CIRCLE ONE)

very interested 1
somewhat interested 2
Or not interested 3

17a) Now I'd like you to think about places in Canada that people might go to on a vacation. What are the names of five places in Canada where people might go on a vacation? (RECORD BELOW UNDER QU.17a IN ORDER MENTIONED) (PROBE:) What other places in Canada? (IF NECESSARY PROBE FOR DIFFERENCE BETWEEN QUEBEC CITY AND QUEBEC PROVINCE.)

17b) Looking at this map of Canada, please tell me the names of three other places in Canada that people might go on a vacation? (HAND MAP -RECORD BELOW UNDER QU.17b IN ORDER MENTIONED) (PROBE:) What other places?

17c) Which places in Canada, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.17c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.17a OR QU.17b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO CANADA, CIRCLE "X" AND SKIP TO QU.17f)

17d) Which places, if any, have you been to in the past three years, since May 1987? (RECORD UNDER QU.17d - CIRCLE ALL RESPONSES)

17e) Which one thing about Canada would make you recommend it to someone else as a vacation destination? (OPEN ENDED)

17f) You have named a number of different places in Canada. (READ ALL PLACES MENTIONED - QU.17a, QU.17b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.17f - MOST)

And which one would be your second choice? (RECORD UNDER QU.17f - 2nd)

And which one would be your third choice? (RECORD UNDER QU.17f - 3rd - TAKE BACK MAP)

	Qu.17a	Qu.17c	Qu.17d	Qu.17f		
		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
☐☐☐	1._____	1	1	1	1	1
☐☐☐	2._____	2	2	2	2	2
☐☐☐	3._____	3	3	3	3	3
☐☐☐	4._____	4	4	4	4	4
☐☐☐	5._____	5	5	5	5	5
	Qu.17b					
☐☐☐	1._____	6	6	6	6	6
☐☐☐	2._____	7	7	7	7	7
☐☐☐	3._____	8	8	8	8	8
	Never been to Canada ...	X →	SKIP TO QU.17f	_____		
		Other				
☐☐☐	1._____		1	1	1	1
☐☐☐	2._____		2	2	2	2
☐☐☐	3._____		3	3	3	3
☐☐☐	4._____		4	4	4	4
☐☐☐	5._____		5	5	5	5

18. Overall, how interested are you in visiting or re-visiting the United States in the next five years? Would you say you are ... (READ LIST - CIRCLE ONE)

very interested 1
somewhat interested 2
Or not interested 3

19a) Which of these daily newspapers, if any, do you read or look at regularly that is, at least three out of every six issues? (HAND CARD "D" - CIRCLE AS MANY AS APPLY)

Diario de Caracas	1	El Aragueño	V
2001	2	Diario de La Nacion	1
Meridiano	3	El Carabobeño	2
El Mundo	4	Noti-Tarde	3
El Nacional	5	El Informador	4
Ultimas Noticias	6	El Imparcial	5
El Universal	7	El Nuevo Pais	6
Critica	8	Diario de Oriente	7
El Impulso	9	Otros periodicos	8
Panorama	0	Other (SPECIFY) _____	
El Siglo	X		
		Do not read daily newspapers	X

19b) Which of these newspaper supplements, if any, do you read or look at regularly, that is, at least two out of every four issues? (HAND CARD "E" - CIRCLE AS MANY AS APPLY)

Magazine	1
Fascinacion	2
Meridianito	3
Sintesis	4
Feriado	5
Dominical	6
Estampas	7
Pitoquito	8
Flash	9
Pandora	0
Other (SPECIFY) _____	
Do not read any newspaper supplements	X

19c) Which of these weekly periodicals and magazines, if any, do you read or look at regularly, that is, two out of every four issues? (HAND CARD "F" - CIRCLE AS MANY AS APPLY)

Bohemia	1
Elite	2
Venezuela Gráfica	3
Hola	4
Indiscreta	5
Dinero	6
Fama	7
Other (SPECIFY) _____	
Do not read any weekly periodicals or magazines	X

20. Which of the following monthly magazines, if any, do you read or look at regularly, that is, two of every four issues? (HAND CARD "G" - CIRCLE AS MANY AS APPLY)

Buen Hogar	1	Hola	9
Kena	2	Newsweek	0
Páginas	3	Coqueta	X
Resumen	4	Hombre de Mundo	V
Ronda	5	Cosmopolitan	1
Vanidades	6	Etiqueta	2
Venezuela Farándula	7	Automotriz	3
Magazine en Español	8	Muy interesante	4
Mujer de Hoy	9	Exceso	5
Gerente	0	Mundo 21	6
Mia	X	Producto	7
Geomundo	V	Time	8
Ideas	1	Zeta	9
Momento	2	Número	0
Mecánica Popular	3	Vision	X
Selecciones	4	Vogue	V
Tú	5	Other (SPECIFY) _____	
Variedades	6	_____	
Burda	7	Do not read any monthly magazines	X
Auténtico	8		

By now you may have realised that this survey is being conducted voluntarily on behalf of the governments of Canada and the United States. So that we can use your responses, we would like to ask you some questions that would be used for statistical purposes only. We want to assure you that your answers will be kept confidential in two ways: firstly, no name or other personal identifier will be recorded, and secondly, your answers will be combined with those of other participants in the survey before being given to the sponsors.

21. Do you, yourself, have any close friends or relatives living in (COUNTRY) at the present time? (CIRCLE ONE FOR EACH)

	Yes	No
Canada	1	2
The United States	2	2

22a) Thinking about everyone in your household, how many of them are under 18? (CIRCLE ONE)

0 1 2 3 4 5 6 or more

22b) Including yourself, how many are 18 or over? (CIRCLE ONE)

0 1 2 3 4 5 6 or more

22c) Are all the members of your household related, or not?

Yes	1
No	2
Single member household	3

22d) What is your marital status? (CIRCLE ONE)

Single	1 →	SKIP TO QU.22f
Married	2	
Living together	3	
Divorced/separated/widowed	4 →	SKIP TO QU.22f
Other	5	

22e) Are all the members of your household related, or not? (CIRCLE ONE)

	full time	1
	part time	2
Or	not at all	3

22f) What is your age? (RECORD NUMBER)

☐☐ years

22g) What is your occupation, that is, what kind of work do you do? (WRITE IN)

_____

(NOTE - Codes will be:

Owner/self-employed	1
Manager/executive	2
Professional/technical	3
Clerical/sales	4
Skilled worker	5
Unskilled worker	6
Farming, fishing, forestry	7
Military	8
Student	9
Retired	0
Homemaker	X
Other (SPECIFY)_____	

22h) What is the highest level of education you have completed?

22i) Are you the chief wage earner in your household?

Yes	1
No	2

22j) Which of these categories best describes your total household income before taxes in 1989? Please include all wages, salaries, pensions and income from other sources. Please just tell me the letter from this card. (HAND CARD "H" - CIRCLE ONE ONLY)

22k) Can you read, write or speak (French and/or English) or not? (CIRCLE ALL THAT APPLY)

	French	English
Read	1	1
Write	2	2
Speak	3	3
None of these ...	4	4

22l) RECORD SEX:

Male	1
Female	2

REGION
POSTAL CODE

23a) To finish, I would like to know about trips that other adults in your household have taken in the past three years or might take in the next two years.

First, please tell me the age and sex of each of the other members of your household who are 18 or over? (RECORD BELOW)

		Qu.23a Sex		Qu.23b Past 3 years		Qu.23c Next 2 years				
		Male	Female	Yes	No	Def-initely	Very likely	Some-what likely	Might or might not	Not likely
1.	☐☐	1	2	1	2	1	2	3	4	5
2.	☐☐	1	2	1	2	1	2	3	4	5
3.	☐☐	1	2	1	2	1	2	3	4	5
4.	☐☐	1	2	1	2	1	2	3	4	5
5.	☐☐	1	2	1	2	1	2	3	4	5
6.	☐☐	1	2	1	2	1	2	3	4	5

(ASK QU.23b FOR EACH ADULT)

23b) SHOW CARD

As best as you can remember, in the past 3 years has the (SEX) aged (AGE) taken a trip like the one described on this card? (HAND CARD - CIRCLE ONE FOR EACH PERSON)

(ASK QU.23c FOR EACH ADULT)

23b) SHOW CARD AGAIN

Thinking about trips that these people might take in the next two years, how likely is it that the (SEX) aged (AGE) will take a trip like the one described on this card, in the next two years. Would you say they ... (READ LIST -CIRCLE ONE FOR EACH PERSON)

will definitely take such a trip
are very likely to
are somewhat likely to
might or might not
Or are not likely to

CARD "A"

Mainland United States (including Alaska)

Canada

Mexico

South America (excluding the countries on the map)

The West Indies/Caribbean (excluding the countries on the map)

Europe

Near or Middle East (including Saudi Arabia, Israel, etc.)

Africa

Far East/Asia (e.g. India, Japan, China, Indonesia, Philippines, etc.)

Hawaii, Guam or American Samoa

Other South Pacific (e.g. Fiji, Tahiti, etc.)

Australia or New Zealand

Any other country outside Venezuela and the countries shown on the the map (PLEASE SPECIFY)

CARD "B"

A visit to friends or relatives is a trip whose primary purpose is to visit and spend time with friends or relatives.

A touring trip is a trip by car, bus or train through areas of scenic beauty, cultural or general interest.

A city trip is a trip to a city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city.

An outdoor trip is a trip in a natural area where you actively take part in such activities as camping, hunting, fishing, hiking or rafting.

A resort trip is a trip to a resort area where a wide variety of activities, such as beaches, skiing, golfing, tennis and so on, are available close by or on the premises.

A trip to an amusement or theme park, exhibition or special event is a trip taken primarily for the purpose of visiting a major theme park, exhibition or special event such as the World Cup, Expo, or the Olympic Games.

A cruise is a trip on a cruise ship where you enjoy all the on-board activities and the planned stops at points of interest along the way.

A trip that combines business and pleasure is a trip whose primary purpose is business but you take some extra time for pleasure.

CARD "C"

Plane

Train

Bus between cities

Public transportation within cities (e.g. bus, subway, streetcar, etc. but excluding taxis)

Boat

Rented car

Private car

Camper or recreation vehicle

Other

CARD "D"

Diario de Caracas

2001

Meridiano

El Mundo

El Nacional

Ultimas Noticias

El Universal

Critica

El Impulso

Panorama

El Siglo

El Aragueño

Diario de La Nacion

El Carabobeño

Noti-Tarde

El Informador

El Imparacial

El Nuevo Pais

Diario de Oriente

Other daily newspapers
(PLEASE SPECIFY)

CARD "E"

Magazine

Fascinacion

Meridianito

Sintesis

Feriado

Dominical

Estampas

Pitoquito

Flash

Pandora

Other newspaper supplements
(SPECIFY)

CARD "F"

Bohemia

Elite

Venezuela Gráfica

Hola

Indiscreta

Dinero

Fama

Other weekly periodicals
(SPECIFY)

CARD "G"

Buen Hogar

Kena

Páginas

Resumen

Ronda

Vanidades

Venezuela Farándula

Magazine en Español

Mujer de Hoy

Gerente

Mia

Geomundo

Ideas

Momento

Mecánica Popular

Selecciones

Tú

Variedades

Burda

Auténtico

Hola

Newsweek

Coqueta

Hombre de Mundo

Cosmopolitan

Etiqueta

Automotriz

Muy interesante

Exceso

Mundo 21

Producto

Time

Zeta

Número

Vision

Vogue

Other monthly magazines (SPECIFY)

CARD "H"

Under 20.000,00 Bs

20.001,00 - 40.000,00 Bs

40.001,00 - 60.000,00 Bs

60.001,00 - 100.000,00 Bs

100.001,00 - 150.000,00 Bs

150.001,00 - 200.000,00 Bs

More than 200.000,00 Bs

CANADA

MAP B

YUKON
Dawson
KLONDIKE NATIONAL HISTORIC PARK
Whitehorse
KLUANE NATIONAL PARK
NORTHWEST TERRITORIES
NAHANNI NATIONAL PARK
Yellowknife
Queen Charlotte Islands
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
LABRADOR
L'ANSE AUX MEADOWS NATIONAL HISTORIC PARK
St. John's
NEWFOUNDLAND
PACIFIC RIM NATIONAL PARK
JASPER NATIONAL PARK
Edmonton
PRINCE ALBERT NATIONAL PARK
YOHO NATIONAL PARK
BANFF NATIONAL PARK
Saskatoon
LOWER FORT GARRY NATIONAL HISTORIC PARK
Vancouver Island
Vancouver
Calgary
Victoria
Regina
Winnipeg
Thunder Bay
Gaspe
CAPE BRETON ISLAND
P.E.I.
Charlottetown
NEW BRUNSWICK
FORTRESS OF LOUISBOURG
Fredericton
Halifax
NOVA SCOTIA
FUNDY NATIONAL PARK
Quebec City
Montreal
ALGONQUIN PROVINCIAL PARK
Ottawa
TRENT-SEVERN WATERWAY
Toronto
Niagara Falls
POINT PELEE NATIONAL PARK

THE UNITED STATES

MAP C

Datos, C.A.
VD/EV/rb.
29-11-90

Cuest. _____
No. 1

ESTUDIO VIAJES INTERNACIONALES
(FILTRO)

Buenos días/tardes/noches. Mi nombre es _____ (IDENTIFIQUESE). Y soy de la Organización Datos de Encuestas. Estamos realizando una encuesta en hogares de esta ciudad.

1. Tiene usted 18 años o más?

No ..... 1 → PIDA HABLAR CON OTRO MIEMBRO DEL HOGAR QUE TENGA 18 AÑOS O MAS.

Si 2

2. Incluyéndose usted. Cuántas personas de **18 años ó más**, viven aquí en su casa y que forman parte de la familia?

1 2 3 4 5 ó más (10)

1 → SIGA CON PREG- 6

3. **En los últimos 3 años,** es decir desde Noviembre de 1987 hasta el día de hoy. Cuántas de estas personas **de 18 años o más que viven aquí** en su casa incluyéndose usted, han tomado un viaje de **4 noches ó más**, por avión, total o parcialmente de **vacaciones ó placer**, a algún lugar fuera del área que muestra este mapa (MOSTRAR MAPA 1)

(11)

Ninguno 0 → SIGA CON PR-4

1 → PIDA HABLAR CON ESA PERSONA Y SIGA CON PR-6

2 3 4 5 ó más → SIGA CON PREGUNTA 5

4. Cuántas personas de 18 años o más que viven aquí en su casa, icluyéndose usted, diría que **definitivamente o muy probablemente** tomarán tal viaje en los **próximos 2 años**, es decir unas **vacaciones o un viaje de placer** por avión, de 4 noches o más fuera del área que muestra este mapa.
(MOSTRAR MAPA 1)

(12)

Ninguno 0 → PASAR A CLASIFICACION

1 → PIDA HABLAR CON ESA PERSONA Y SIGA CON PREGUNTA 6

2 3 4 5 ó más → SIGA CON PREGUNTA 5a.

5. Para este estudio podemos escoger solo una persona, de los (LEER RESPUESTA EN PREGUNTA 3) miembros de su casa, que usted me dijo que viajaron. Por favor, me podría dar los nombres de esas personas, empezando con la persona de mayor edad? Y después (LISTAR ABAJO, SELECCIONAR UNA PERSONA Y CONTINUAR CON PREGUNTA 6)

5a. Para este estudio podemos escoger solo una persona, de los (LEER RESPUESTA EN PREGUNTA 4) miembros de su casa, que usted me dijo que definitivamente o muy probablemente tomarían un viaje. Por favor, me podría dar los nombres de esas personas, empezando con la persona de mayor edad? Y después (LISTAR ABAJO, SELECCIONAR UNA PERSONA Y CONTINUAR CON PREGUNTA 6)

No.	N O M B R E	EDAD	NUMEROS ALEATORIOS				
			1	2	3	4	5
1		A	1	2	1	3	4
2		B	1	2	2	1	2
3		C	1	1	3	2	3
4		D	1	1	2	3	1
5		E	1	2	1	1	5

Por favor se encuentra el señor, (señora, señorita) _____
(ORIGINAL)

SI NO SE ENCUENTRA:

Podría decirme cuándo es bueno venir para entrevistarlo?

Fecha: _____ Hora: _____

SEGUNDA VISITA:

Por favor, el señor (señora, señorita) _____
(ORIGINAL)

SI NO SE ENCUENTRA EL ORIGINAL EN SEGUNDA VISITA FIJAR CITA PARA UNA PROXIMA VISITA.

(SI ESTA HABLANDO CON OTRA PERSONA PRESENTARSE Y EXPLIQUE LOS PROPOSITOS DEL ESTUDIO NUEVAMENTE)

6. Ha tomado usted un viaje, en los **últimos 3 años**, **desde Noviembre de 1987**, hasta el día de hoy, total o parcialmente de vacaciones o placer a algún lugar fuera de los países que muestra este mapa (MOSTRAR MAPA) (13)

Sí 1

No ..... 2 (SIGA CON PR-9)

7. Alguno de estos viajes fué por avión?

Sí 4

No ..... 5 (SIGA CON PR-9)

8. Alguno de estos viajes fué de **4 noches o más**?

Sí 7

No 8

9. Qué tan probable es que usted, en los **próximos 2 años**, es decir, antes de Enero de 1993 viaje por avión a algún lugar fuera de Venezuela; es decir fuera de este mapa (MOSTRAR MAPA 1), en viaje **total o parcialmente de vacaciones o placer**, estando fuera de su casa por lo menos 4 noches. Diría usted qué... (LEER LISTA - UNA SOLA RESPUESTA) (14)

- Tomará definitivamente tal viaje ..... 1 → CONTINUAR CON CUESTIONARIO VIAJES INTERNACIONALES
- Es muy probable que tomará tal viaje 2
- Es algo probable que tomará tal viaje 3
- Puede que sí o pueda que nó tome tal viaje. 4
- O no es probable que tome tal viaje ..... 5 → PASAR A CLASIFICACION.

CLASIFICACION

NIVEL SOCIOECONOMICO (15)

A/B 1

C 2

E D A D

18-24 3

25-34 4

35-44 5

45-54 6

55-64 7

65 ó más 8

Escribir la edad exacta en años: _____

S E X O (16)

Hombre 1

Mujer 2

CIUDAD

Caracas 3

Maracaibo 4

Valencia 5

Barquisimeto 6

Maracay 7

Puerto La Cruz/ Barcelona 8

San Cristóbal 9

DATOS GENERALES

NOMBRE: _____ TELF: _____

DIRECCION:
AVENIDA/CALLE/CALLEJON: _____

EDIFICIO/CASA/QUINTA No. _____

URBANIZACION/BARRIO: _____

PUNTO DE REFERENCIA: _____

_____ ZONA: _____

ENTREVISTADOR: _____ FECHA: _____

SUPERVISOR: _____ FECHA: _____

CON QUIEN HABLO EL SUPERVISOR: _____

Hago constar y me responsabilizo que la presente entrevista fué hecha personalmente en la dirección y con la persona indicada en la clasificación.

_____ FIRMA DEL ENTREVISTADOR

_____ FIRMA DEL SUPERVISOR

Datos, C.A.
VD/EV/rb.
04-12-90

TARJETA 2
CODIGO DEL PAIS 4 (1)
CUESTIONARIO No. (2-5)
BLANCOS (6-9)

VERSION			
1	2	3	4

ESTUDIO DE VIAJES INTERNACIONALES

1a. Ahora me gustaría que pensara en los viajes de vacaciones o placer que usted ha realizado en los últimos 3 años. Por favor, piense en todos los viajes de vacaciones o placer que usted haya hecho, no solo en aquellos que usted realizó a países fuera de los señalados en el mapa. Recuerde incluir únicamente aquellos viajes que fueron total o parcialmente de vacaciones o placer.

En los últimos 3 años, desde Noviembre de 1987 hasta el día de hoy; cuántos viajes de vacaciones o de placer, en total ha tomado, que fueron de 4 noches o más?

(10) (11) ☐☐ VIAJES

SI LA RESPUESTA ES NINGUNO (00)
SEGUIR CON PREG.11

1b. Y cuántos de estos viajes fueron por avión?

(12) (13) ☐☐ VIAJES

SI LA RESPUESTA ES NINGUNO (00)
SEGUIR CON PREG.11

1c. Y cuál fué el destino final de estos viajes? (LEER Y ANOTAR EL NUMERO DE VIAJES PARA CADA DESTINO AL QUE EL ENTREVISTADO FUE POR AVION)

Algún lugar en Venezuela	(16) (17) ☐☐	(C)
Algún país en el área que muestra el mapa.	(18) (19) ☐☐	(B)
Algún otro lugar fuera del área que muestra el mapa.	(20) (21) ☐☐	(A)

LA SUMA DE LOS NUMEROS EN A, B Y C DEBE SER IGUAL AL NUMERO DE VIAJES SEGUN PREG-1b).

INSTRUCCIONES

Si la respuesta en el recuadro identificado con la letra "A" es 00 (ninguno), siga con la pregunta 11.

Si la respuesta en el recuadro identificado con la letra "A" es 01 (uno), haga preguntas 2a, 2b, 2c y 2d, en relación a ese viaje a algún lugar fuera del área que muestra el mapa.

Si la respuesta en el recuadro identificado con la "A" es 02 (dos) o más, haga preguntas 2a, 2b, 2c y 2d, en relación al viaje **más reciente** y **segundo más reciente** a algún lugar fuera del área que muestra el mapa.

2a. Pensando en su (último/penúltimo) viaje, de cuatro noches o más a algún lugar fuera del área del mapa: Cuál de éstos lugares visitó en ese viaje? (MOSTRAR TARJETA A)

	Ultimo (22)	Penúltimo (26)
Estados Unidos (Incluyendo Alaska, excluyendo Hawaii)	1	1
Canadá	2	2
México	3	3
América del Sur	4	4
Antillas/Caribe	5	5
Europa	6	6
Cercano/Medio Oriente (incluyendo Arabia Saudita, Israel, etc)	7	7
Africa	8	8
Asia (incluyendo India, Japón, China Indonesia, Filipinas, etc)	9	9
Hawaii, Guam o Samoa	0	0
Otros países del pacífico del Sur	A	A
Australia/Nueva Zelandia	B	B
Otros: _____ (ESPECIFICAR)	(23)	(27)

2b. En relación a su (último/penúltimo) viaje; cuál de los siguientes mejor describe el tipo de viaje? (MOSTRAR TARJ-B) (ACEPTAR SOLO UNA RESPUESTA) **(PREGUNTAR POR EL ULTIMO Y PENULTIMO VIAJE).**

	Ultimo (24)	Penúltimo (28)
Visita a amigos o familiares	1	1
Viaje de turismo	2	2
Un viaje a la ciudad	3	3
Un viaje a un lugar al aire libre	4	4
Un viaje de vacaciones de verano	5	5
Un viaje a una exhibición, evento especial, parque de diversiones	6	6
Un crucero	7	7
Un viaje que combinó negocios y placer	8	8

INSTRUCCIONES:

Entrevistador, si el entrevistado mencionó ESTADOS UNIDOS según pregunta 2a (código 1), hacer pregunta 2c.

Si el entrevistado mencionó Canadá en pregunta 2a. (código 2) hacer pregunta 2d. Resto pasar a Instrucciones después de la pregunta 2d.)

2c. Mientras estuvo en los ESTADOS UNIDOS, por cuáles de los siguientes medios de transporte se movilizó usted? (MOSTRAR TARJETA "C") **(PREGUNTAR POR EL ULTIMO Y PENULTIMO VIAJE)**

	Ultimo (30)	Penúltimo (33)
Avión	1	1
Tren	2	2
Autobus entre ciudades	3	3
Transporte público dentro de las ciudades (AUTOBUS, METRO, TRANVIA, EXCLUYENDO TAXIS)	4	4
Barco	5	5
Auto rentado	6	6
Auto privado	7	7
Camper o vehículo de recreo (Motor home)	8	8
Otro:	9	9

2d. Y mientras estuvo en Canadá; por cuáles de los siguientes medios de transporte se movilizó Ud.? **(MOSTRAR TARJETA C)**

	Ultimo (32)	Penúltimo (35)
Avión	1	1
Tren	2	2
Autobus entre ciudades.....	3	3
Transporte publico dentro de la ciudades (ejem. autobus, metro, tranvía, etc. excluyendo taxis).....	4	4
Barco.....	5	5
Auto Rentado.....	6	6
Auto Privado.....	7	7
Camper o Vehiculo de recreo (Moto home)	8	8
Otro	9	9

ENTREVISTADOR:
Si la respuesta del entrevistado en el recuadro identificado con la letra "A" en pregunta 1c es "01" (UN VIAJE), continuar con la **pregunta 3a.**)

Si la respuesta en el recuadro identificado con la letra "A" en pregunta 1c es "02" (dos) o más viajes, continuar con 3a acerca del último viaje.

3a. Pensando en ese viaje a (destino según pregunta 2a). Cuántas noches en total estuvo fuera de su casa?

(36) (37) (38)

3b. Y, cuándo realizó usted ese viaje? Por favor, dígame el mes y el año en que el viaje comenzó?

Mes (39) (40)

1	9	8	

Año (41)

V1

(42) 1

1c. Mientras estuvo en los ESTADOS UNIDOS por cuales de los siguientes medios de transporte se movilizaba usted? (MOSTRAR TARJETA "C") **(TODAS LAS QUE APLIQUE)**

	Ultimo (30)	Penultimo (33)
Avión	1	1
Tren	2	2
Autobus entre ciudades	3	3
Transporte público dentro de las ciudades (AUTOBUS, METRO, TRANVIA, EXCLUYENDO TAXIS)	4	4
Barco	5	5
Auto rentado	6	6
Auto privado	7	7
Camper o vehiculo de recreo (Motor home)	8	8
Otro	9	9

2d. Y mientras estuvo en Canadá. Por cuáles de los siguientes medios de transporte se movilizó Ud.? **(MOSTRAR TARJETA C)**

	Ultimo (32)	Penultimo (35)
Avión	1	1
Tren	2	2
Autobus entre ciudades.....	3	3
Transporte publico dentro de la ciudades (ejem. autobus, metro, tranvia, etc. excluyendo taxis).....	4	4
Barco.....	5	5
Auto Rentado.....	6	6
Auto Privado.....	7	7
Camper o Vehiculo de recreo (Moto home)	8	8
Otro	9	9

ENTREVISTADOR:

Si la respuesta del entrevistado en el recuadro identificado con la letra "A" en pregunta 1c es "01" (UN VIAJE), continuar con la **pregunta 3a.**)

Si la respuesta en el recuadro identificado con la letra **"A"** en pregunta 1c es "02" (dos) o mas viajes, continuar con pregunta 3a acerca del penultimo viaje.

3a. Pensando en ese viaje a (destino según pregunta 2a). Cuántas noches en total estuvo fuera de su casa?

(36) (37) (38)

3b. Y cuándo realizó usted ese viaje? Por favor, digame el mes y el año en que el viaje comenzó?

Mes (39) (40)

1	9	8	.

Año (41)

4a. Y, con quién viajó usted en esa ocasión? **(CIRCULE TANTOS COMO SEA NECESARIO)**

(43)

Viajé solo	1	**(PASE A PR-5A)**
Esposo/esposa/novio/ novia.....	2	
Niño(s)	3	
Padre/Madre.....	4	
Otros familiares	5	
Amigos.....	6	
Grupo Organizado/club etc.....	7	
Socios de negocios/ colegas.....	8	
Otros (ESPECIFIQUE)		

4b. Incluyendose usted, cuántas personas formaban su grupo familiar o amigos cercanos en el viaje? (Entrevistador: si el entrevistado responde 7 ó más personas, sondear si se trata de su grupo familiar o amigos cercanos o está incluyendo todo el grupo que conformaban el tour) **(CAMBIE LA RESPUESTA SI ES NECESARIO).**

(44)

1 persona	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9 ó más	9

4c. Cuántas de estas personas eran <u>menores</u> de 18 años? **(UNA SOLA RESPUESTA)**

0 1 2 3 4 5 6 7 8 9 o más (45)

5a. Cuánto tiempo <u>antes</u> del viaje, decidió usted que iría definitivamente a(**LEER DESTINO SEGUN PREGUNTA 2A., ANOTE EL NUMERO EN LA CASILLA APROPIADA)**

(46) (47) SEMANAS (48) (49) MESES (50) (51) AÑOS

5b. Y cuánto tiempo <u>antes</u> del viaje empezó a <u>hacer reservaciones</u>?

(52) (53) SEMANAS (54) (55) MESES (56))57) AÑOS

6a. Cuanles fuentes de información diferentes consultó usted cuando estaba planificando el viaje? **(CIRCULE TANTO COMO SEA NECESARIO)**

6b. Y cuál de estas fuentes diría usted que fué la más importante? **(UNA SOLA RESPUESTA)**

	FREG.6A. (58)	FREG.6B. (60)
Hablé con un agente de viajes .	1	1
Leí folletos/panfletos.....	2	2
Hablé con amigos/miembros de la familia.....	3	3
Aerolínea.....	4	4
Operador de tours/compañía.....	5	5
Leí artículos/información en periodicos/revistas.....	6	6
Libros/fuí a la biblioteca.....	7	7
Asociación automovilística.....	8	8
Oficina de Turismo de Gobierno/ Grupo Oficial.....	9	9
Embajada/Consulado.....	0	0
Clubs/Asociaciones.....	A	A
Publicidad.....	B	B
Otros: _____ (ESPECIFIQUE)	(59) _____	(61) _____
_____	_____	_____
_____	_____	_____
Ninguno.....	A	A

7a. Fué su boleto de Avión parte de un paquete que incluía el hospedaje?

(62)

Sí 1

No ..... 2 **(HACER PR. 8a)**

7b. Podría decirme si el paquete de viaje incluía **(LEA CADA FRASE - CIRCULE SI, O NO POR CADA UNO)**

	SI (63)	NO	
Boleto de viaje ida y vuelta a su destino	1		A
Hospedaje	2		B VER INSTRUCCIONES
Carro alquilado	3		C
Guía turística que sirvió de guía al grupo y a usted con un itinerario planificado por varios días	4		D

INSTRUCCIONES

Si el paquete no incluía boleto de avión, hacer pregunta 8a.

Si el paquete no incluía hospedaje, hacer pregunta 8b.

Si el paquete no incluía boleto de avión ni hospedaje, hacer preguntas 8a y 8b. Resto pasar a pregunta 9.

7c. Dónde hizo las reservaciones para el paquete de viaje?

(64)

Agente de Viajes 1

Directamente en una aerolinea. 3

Otro: _____
(ESPECIFICAR)

8a. Dónde hizó la reservación de su boleto de avión hacia su destino y desde su destino de regreso a casa?

(65)

Agente de Viajes 1

Directamente en una Aerolinea 2

Otro: _____
(ESPECIFICAR)

8b. Y dónde hizo las reservaciones para su hospedaje? **(CIRCULE TANTAS COMO SEA NECESARIO)**

(66)

Agente de Viajes 1

Directamente en el Hotel 2

Se hospedó en casa de amigos/familiares 3

No reservó con anticipación 4

Otro: _____
(ESPECIFICAR)

9. Por favor, dígame en cuáles de las siguientes actividades participó, durante sus vacaciones? **(LEA LA LISTA)** **(CIRCULE TANTOS COMO SEAN NECESARIOS)**

Empezar aquí:

(68)

( ) Asistir a conciertos/Teatro 1
Asistir a festividades locales/Ferias/Otros Eventos especiales..... 2
Asistir a eventos deportivos 3
Escalar, Explorar, Etc. .. 4
Conocer a los habitantes de la localidad 5
Cenar fuera en restaurantes 6
Pescar 7
Ir en excursiones cortas guiadas/Tours 8
Jugar Golf o Tenis 9
Montar a Caballo 0
Ir de Caceria ..... A
Observar la Naturaleza/ Los pajaros ..... B

(69)

Probar la comida local ... 1
Ir de Compras 2
Visitar puntos de interes en las ciudades 3
Esquiar en nieve (Montaña Abajo o campo traviesa) .. 4
Tomar el Sol u otras actividades de Playa 5
Nadar 6
Tomar fotos, Filmar 7
Visitar puntos de interes en el campo 8
Visitar áreas naturales .. 9
( ) Visitar Parques de diversiones o especializados .. 0
Visitar casinos/juegos de Azar ..... A
Visitar amigos o Familiares..... B

(70)

( ) Visitar galerias/Museos 1
Visitar áreas Montañosas 2
Visitar Parques Nacionales/Bosques 3
Visitar clubes nocturnos u otros lugares de entretenimiento (Discos, Bailar, Etc)..... 4
Visitar la Costa (Playas) 5
Visitar lugares de Interes Histórico 6
Visitar lugares conmemorativos de personas importantes 7
Visitar lugares de Interés arqueológico 8
Visitar Lugares de Importancia en la Historia Militar 9
Visitar puntos pintorecos 0
Deportes Acuaticos (Ejemplo Surfing, SKI Acuatico, velear Remar. Canoa, Bucear ..... A
Visitar Gimnacios/Spas.. B

(71)

Tomar un crucero de un día 1
Tomar un crucero de una o más noches 2

10a. En general que tan satisfecho quedó de sus vacaciones en.. **(LEER DESTINO DE PREGUNTA 2a)** diría usted que estuvo... **(LEER)**

(72)

Muy satisfecho 1
Algo Satisfecho 2
Poco satisfecho 3
Nada Satisfecho 4

10b. Y en los próximos 5 años, que probabilidades hay de que usted tome otras vacaciones en.... **(LEER DESTINO DE PREG. 2a)** **(LEER ESCALA)**

(73)

Muy Probable 1
Algo probable 2
Poco probable 3
Nada probable 4

(79)0

TARJETA
Codigo de Pais (
Cuestionario N.º. (

11. A continuación, voy a leerle una lista de afirmaciones sobre la forma en que las personas pueden sentir o pensar acerca de un viaje de placer o vacaciones. Utilizando esta escala (**MOSTRAR TARJETA 1**) digame cuan de acuerdo o en desacuerdo esta usted con la siguientes afirmaciones **(LEER AFIRMACIONES COMENZANDO DONDE ESTA INDICADO)**

Empezar aquí:	Muy de Acuerdo	Algo de Acuerdo	Algo en Desacuerdo	Muy en Desacuerdo	
( ) Le gusta tener todos los arreglos de viaje hechos antes de empezar sus vacaciones	1	2	3	4	(6)
Toma cortos viajes de placer siempre que tiene la oportunidad	1	2	3	4	(7)
Hacer arreglos para grandes viajes puede ser tan molesto que termina por no viajar	1	2	3	4	(8
Generalmente escoje lugares de vacaciones en donde ya ha estado anteriormente	1	2	3	4	(9,
Para Ud. el dinero gastado en viajes esta bien gastado.	1	2	3	4	(10,
Prefiere tomar en un año cortos viajes de vacaciones en lugar de un viaje largo.....	1	2	3	4	(11
Gastaría su dinero en cualquier otra cosa que en viajes de vacaciones.	1	2	3	4	(12)
Disfruta haciendo sus propios arreglos para viajes de vacaciones.....	1	2	3	4	(13)
Una vez que llega a su destino, le gusta quedar instalado	1	2	3	4	(14)
( ) Piensa que vale la pena pagar más para obtener lujos y extras en los viajes de vacaciones	1	2	3	4	(15)
Prefiere ir en tours guiados cuando va de vacaciones al exterior..	1	2	3	4	(16)
No necesita viajar para disfrutar sus vacaciones	1	2	3	4	(17)
No necesita gastar mucho dinero para disfrutar sus vacaciones	1	2	3	4	(18)
Le gusta ir a un lugar diferente en cada nuevo viaje de vacaciones	1	2	3	4	(19)

	Muy de Acuerdo	Algo de Acuerdo	Algo en Desacuerdo	Muy en Desacuerdo	
Generalmente escoje lugares de los cuales ha oído por amigos que han estado ahí antes ...	1	2	3	4	(20)
Es importante que la gente que encuentra en un viaje de vacaciones hable su idioma	1	2	3	4	(21)
Generalmente viaja cuando las tarifas aereas son más económicas	1	2	3	4	(22)
Le gusta hacer sus arreglos a medida que van transcurriendo sus vacasiones	1	2	3	4	(23)
Generalmente usa un agente de viaje para que le ayude a decidir a donde ir de vacaciones	1	2	3	4	(24)
Prefiere dejar la Organización del viaje a la gente con la que viaja	1	2	3	4	(25)
Generalmente compra paquetes de vacaciones que incluyen hospedaje y transporte.....	1	2	3	4	(26)
Cuando visita otro país le gusta viajar de un sitio a otro, en lugar de estar todas las vacaciones en la misma área ...	1	2	3	4	(27)
Es importante para usted conseguir un viaje económico al país de destino.	1	2	3	4	(28)
Generalmente viaja en paquetes de vacaciones que incluyen todo	1	2	3	4	(29)
Obtener valor por su dinero de vacaciones es muy importante para usted	1	2	3	4	(30)

(31) 1

12a. Ahora me gustaría que pensara acerca de lugares fuera de los países que muestra este mapa, a los que le gustaría viajar en sus Vacaciones.

Dígame el nombre de cinco lugares que le gustaría visitar durante un viaje internacional de vacaciones? **(ANOTE ABAJO EN EL ORDEN MENCIONADO - SONDEAR HASTA OBTENER 5 LUGARES)**

12b. Cuál de éstos le gustaría visitar más en los próximos 2 años? **(UNO SOLO)**

	Pr.12a. LUGARES QUE LE GUSTARIA VISITAR	Pr.12b. LUGAR QUE MAS LE GUSTARIA VISITAR (47)
(32) (33) (34) ☐☐☐	1 _____	1
(35) (36) (37) ☐☐☐	2 _____	2
(38) (39) (40) ☐☐☐	3 _____	3
(41) (42) (43) ☐☐☐	4 _____	4
(44) (45) (46) ☐☐☐	5 _____	5

12c. Y que tan probable es que usted visite .. **(LEER LUGAR MENCIONADO EN LA PREGUNTA 12b)** en los próximos 2 años? Diría usted que ... **(LEER)**

	(48)	
Definitivamente lo visitará ..	1	
Muy probablemente lo visitará.	2	
Es algo probable que lo visite.	3	**ACEPTAR UNA RESPUESTA**
Puede que sí o puede que nó lo visite	4	
No es nada probable que lo visite	5	

Me gustaría saber que tan importantes son para usted diversos aspectos cuando decide tomar un viaje de vacaciones internacionales.

13. Imagine que usted va a viajar de vacaciones fuera de Venezuela. Por cada una de las afirmaciones que le voy a leer digame la importancia que usted les asigna, usando como base esta escala **(MOSTRAR TARJETA 2)**

Empezar aquí:	MUY IMPORTANTE	ALGO IMPORTANTE	POCO IMPORTANTE	NADA IMPORTANTE	
( ) Separarse de las demandas/tareas del hogar	1	2	3	4	(49)
Revivir buenos tiempos del pasado	1	2	3	4	(50)
Experimentar con nuevos y diferentes estilos de vidas	1	2	3	4	(51)
Probar nuevas comidas ...	1	2	3	4	(52)
Viajar a través de lugares históricamente importantes	1	2	3	4	(53)
Ser libre para actuar de la manera que quiera	1	2	3	4	(54)
Sentir emociones y disfrutar de diversiones ...	1	2	3	4	(55)
Experimentar estilos de vida mas simples	1	2	3	4	(56)
Estar juntos como una familia	1	2	3	4	(57)
Encontrarse con personas con intereses similares a los suyos	1	2	3	4	(58)
Experimentar y ver un lugar del exterior	1	2	3	4	(59)
Ir a lugares a los que sus amigos no han ido ...	1	2	3	4	(60)
Hablar de su viaje al regreso a casa	1	2	3	4	(61)
Participar en deportes ..	1	2	3	4	(62)
Ver eventos deportivos ..	1	2	3	4	(63)
( ) Viajar a lugares donde se sienta a salvo y seguro	1	2	3	4	(64)
Estar contento y entretenido	1	2	3	4	(65)
Ver lo mas posible en el tiempo disponible	1	2	3	4	(66)
Redescubrirse a si mismo	1	2	3	4	(67)
Visitar amigos y familiares	1	2	3	4	(68)
Visitar lugares de donde procede su familia	1	2	3	4	(69)
Estar fisicamente activo.	1	2	3	4	(70)
Tener un cambio en las ocupaciones del trabajo .	1	2	3	4	(71)
Ser desafiante y Aventurero	1	2	3	4	(72)
No hacer nada	1	2	3	4	(73)
Aprender nuevas cosas, incrementar sus conocimientos	1	2	3	4	(74)
Darse al lujo	1	2	3	4	(75)
Privarse de las comodidades de la ciudad	1	2	3	4	(76)
Escapar de la rutina	1	2	3	4	(77)
Sentirse en casa fuera de casa	1	2	3	4	(78)

TARJETA 4

14. Cuándo se escoge el destino de un viaje de vacaciones fuera del país, diferentes aspectos son importantes para diferentes personas. A continuación voy a leerle una serie de aspectos y quisiera que me dijera la importancia que usted le asigna a cada uno, usando esta escala (MOSTRAR TARJETA 2) (LEER ASPECTOS - ROTANDO ORDEN)

Empezar aquí:	MUY IMPORTANTE	ALGO IMPORTANTE	POCO IMPORTANTE	NADA IMPORTANTE	
( ) Restaurantes de alta calidad	1	2	3	4	(10)
Hospedaje económico	1	2	3	4	(11)
Las Playas/Costas	1	2	3	4	(12)
Golf y tenis	1	2	3	4	(13)
Ciudades grandes y modernas	1	2	3	4	(14)
Ciudades Viejas e históricas	1	2	3	4	(15)
Vida Nocturna y Entretenimiento (Bares, Clubes, Baile)	1	2	3	4	(16)
Paisajes Excepcionales ..	1	2	3	4	(17)
Ir de compras	1	2	3	4	(18)
Clima estable/sin cambios bruscos	1	2	3	4	(19)
Standares de higiene y limpieza altos	1	2	3	4	(20)
Areas montañosas	1	2	3	4	(21)
Cocina Local	1	2	3	4	(22)
Seguridad personal aun viajando solo	1	2	3	4	(23)
Esquiar en nieve (Montaña abajo/Campo traviesa	1	2	3	4	(24)
Pueblos/poblados pequeños e interesantes ...	1	2	3	4	(25)
Playas para asolearse y nadar	1	2	3	4	(26)
Casinos y Juegos de Azar	1	2	3	4	(27)
Estacionamiento para trailer/ Motorhome y lugares para acampar	1	2	3	4	(28)
Festividades locales tales como ferias, etc.....	1	2	3	4	(29)
Parques de diversiones y especializados	1	2	3	4	(30)
Museos y galerias de arte	1	2	3	4	(31)
Clima calido y soleado ..	1	2	3	4	(32)
Naturaleza/áreas naturales apacibles/tranquilas	1	2	3	4	(33)
( ) Personas de la localidad interesantes y amables ..	1	2	3	4	(34)
Amplios espacios abiertos para escapar de las multitudes	1	2	3	4	(35)
Artesanias locales y trabajos manuales	1	2	3	4	(36)

	MUY IMPORTANTE	ALGO IMPORTANTE	POCO IMPORTANTE	NADA IMPORTANTE	
Actividades al aire libre tales como explorar y escalar	1	2	3	4	(37)
Restaurantes económicos..	1	2	3	4	(38)
Transporte publico tal como aerolineas, trenes y sistemas de transito local	1	2	3	4	(39)
Teatro y conciertos.....	1	2	3	4	(40)
Areas de Veraneo	1	2	3	4	(41)
Grupos culturales diferentes tales como: esquimales, e indios	1	2	3	4	(42)
Grupos étnicos diferentes, tales como: chinos en Canadá, Latinos en Estados Unidos, etc.	1	2	3	4	(43)
Parques nacionales y Bosques	1	2	3	4	(44)
Transporte económico en el país de destino	1	2	3	4	(45)
Variedad de Excursiones cortas guiadas/Tours	1	2	3	4	(46)
Ambiente exotico	1	2	3	4	(47)
Calida bienvenida a los turistas	1	2	3	4	(48)
Lagos y rios	1	2	3	4	(49)
Culturas diferentes a la suya	1	2	3	4	(50)
Pesca	1	2	3	4	(51)
Caza	1	2	3	4	(52)
Hoteles de primera clase	1	2	3	4	(53)
Asistir a eventos deportivos	1	2	3	4	(54)
Edificios y lugares Historicos arqueologicos o militares	1	2	3	4	(55)
Tener la oportunidad de ver la fauna en su ambiente natural y los pájaros que generalmente no vé . .	1	2	3	4	(56)
Oportunidades para incrementar su conocimiento ..	1	2	3	4	(57)
Localidad de tamaño manejable de manera que pueda ver todo lo que quiere ver .	1	2	3	4	(58)
Deportes acuaticos tales como: Surfing, esqui acuático, velero acuático, Buceo	1	2	3	4	(59)
Restaurantes de comida rápida	1	2	3	4	(60)
Buena calidad ambiental del aire, agua y tierra .	1	2	3	4	(61)
Cruceros de una o más noches	1	2	3	4	(62)
Hospedaje en casa de familia con desayuno	1	2	3	4	(63)

(78) 1

(79) 0

TARJETA 5

CANADA

15a. Ahora me gustaría que pensara acerca de lugares en CANADA, a los que la gente podría ir en sus vacaciones. Cuáles son los 5 lugares en CANADA a donde la gente podría ir en unas vacaciones? **(ANOTAR ABAJO EN EL ORDEN MENCIONADO)** **(SONDEAR)** Qué otros lugares en CANADA? **(SI EL ENTREVESTIDO MENCIONA QUEBEC, SONDEAR SI SE TRATA DE LA PROVINCIA DE QUEBEC O LA CIUDAD DE QUEBEC)**

15b. Mirando este mapa de CANADA, **(ENTREGUE EL MAPA DE CANADA)** por favor dígame otros 3 lugares en CANADA a los que la gente podría ir en unas vacaciones? **(ENTREGUE EL MAPA Y ANOTE ABAJO EN EL ORDEN MENCIONADO)** **(SONDEAR)** Qué otros lugares?

15c. Qué lugares en CANADA, ha visitado usted? **(SONDEAR)**. Algún otro lugar? **(ANOTE BAJO LA PREGUNTA 15c)** **(SI EL ENCUESTADO MENCIONA LUGARES NO LISTADOS BAJO LA PREGUNTA 15a ó 15b, ANOTE BAJO "OTROS" - SI EL ENTREVISTADO NO HA ESTADO EN CANADA, CIRCULE "A Y SIGA CON PREGUNTA 15f.**

15d. Y en qué lugares de Canadá, ha estado en los últimos 3 años, desde Noviembre de 1987 hasta el día de hoy? **(ANOTE BAJO LA PREGUNTA 15d).**

15e. Qué cosa de CANADA lo haría recomendarlo a alguien más, como destino de vacaciones? (6)

_____ (7)

_____ (8)

_____ (9)

15f. Usted ha mencionado un número de lugares diferentes en CANADA **(LEA TODOS LOS LUGARES MENCIONADOS EN LAS COLUMNAS 15a, 15b Y OTROS)** Cuál de éstos lugares estaría usted más interesado en visitar ó en volver? **(ANOTE BAJO PREGUNTA 15f - MAS INTERESADO)**

- Y cuál sería su segunda elección **(ANOTE BAJO PREGUNTA 15f) - SEGUNDA ELECCION)**
- Y cuál sería su tercera elección **(ANOTE BAJO PREGUNTA 15f - TERCERA ELECCION). (RECOJA EL MAPA)**

		PREGUNTA 15a	PR-15c	PR-15d	PR-15f		
		PREGUNTA 15a	HE ESTADO (49)	HA ESTADO EN LOS ULTIMOS 3 AÑOS (50)	MAS INTERESADO (52)	SEGUNDA ELECCION (54)	TERCER ELECCION (56)
10-11-12	1	_____	1	1	1	1	1
13-14-15	2	_____	2	2	2	2	2
16-17-18	3	_____	3	3	3	3	3
19-20-21	4	_____	4	4	4	4	4
22-23-24	5	_____	5	5	5	5	5
		PREGUNTA 15b					
25-26-27	1	_____	6	6	6	6	6
28-29-30	2	_____	7	7	7	7	7
31-32-33	3	_____	8	8	8	8	8

NUNCA HE ESTADO EN CANADA A

SIGA CON PREGUNTA 15f

		O T R O S	(51)	(53)	(55)	(57)
34-35-36	1	_____	1	1	1	1
37-38-39	2	_____	2	2	2	2
40-41-42	3	_____	3	3	3	3
43-44-45	4	_____	4	4	4	4
46-47-48	5	_____	5	5	5	5

16a. En general, qué tan interesado estaría en visitar o volver a CANADA en los próximo 5 años? Diría que está ... **(LEER)** (59)1 (79)0

(58)

VI Muy Interesado 1 Algo Interesado 2 Nada Interesado 3

TARJETA

PARA TODOS LOS ENTREVISTADOS ESTADOS UNIDOS

15a. Ahora me gustaría que pensara acerca de lugares en ESTADOS UNIDOS, a los que la gente podría ir en sus vacaciones. Cuáles son los 5 lugares en ESTADOS UNIDOS a donde la gente podría ir en unas vacaciones? **(ANOTAR ABAJO EN EL ORDEN MENCIONADO) (SONDEAR)** Qué otros lugares en ESTADOS UNIDOS? **(SI EL ENTREVISTADO MENCIONA NUEVA YORK, SONDEAR SI SE TRATA DE LA CIUDAD DE NUEVA YORK O EL ESTADO DE NUEVA YORK; SI MENCIONA WASHINGTON, SONDEAR SI SE TRATA DE WASHINGTON EL ESTADO O EL DISTRITO DE COLUMBIA)**

15b. Mirando este mapa de ESTADOS UNIDOS, **(ENTREGUE EL MAPA DE E.E.U.U.)** por favor dígame otros 3 lugares en ESTADOS UNIDOS a los que la gente podría ir en unas vacaciones? **(ENTREGUE EL MAPA Y ANOTE ABAJO EN EL ORDEN MENCIONADO) (SONDEAR)** Qué otros lugares?

15c. Qué lugares en ESTADOS UNIDOS, ha visitado usted? **(SONDEAR).** Algun otro lugar? **(ANOTE BAJO LA PREGUNTA 15c) (SI EL ENCUESTADO MENCIONA LUGARES NO LISTADOS BAJO LA PREGUNTA 15a ó 15b, ANOTE BAJO "OTROS" - SI EL ENTREVISTADO NO HA ESTADO EN ESTADOS UNIDOS, CIRCULE "C Y SIGA CON PREBUNTA 15e.**

15d. Y en qué lugares de ESTADOS UNIDOS, ha estado en los últimos 3 años, desde Noviembre de 1987 hasta el día de hoy? **(ANOTE BAJO LA PPEGUNTA 15d).**

15e. Usted ha mencionado un número de lugares diferentes en ESTADOS UNIDOS **(LEA TODOS LOS LUGARES MENCIONADOS EN LAS COLUMNAS 15a, 15b Y OTROS)** Cuál de éstos lugares estaría usted más interesado en visitar ó en volver? **(ANOTE BAJO PREGUNTA 15e.- MAS INTERESADO)**

– Y cuál sería su segunda elección **(ANOTE BAJO PREGUNTA 15e) – SEGUNDA ELECCION)**

– Y cuál sería su tercera elección **(ANOTE BAJO PREGUNTA 15e – TERCERA ELECCION). (RECOJA EL MAPA)**

		PREGUNTA 15a	PR-15c	PR-15d	PR-15e		
		PREGUNTA 15a	HE ESTADO (49)	HA ESTADO EN LOS ULTIMOS 3 AÑOS (50)	MAS INTERESADO (52)	SEGUNDA ELECCION (54)	TERCER ELECCION (56)
10-11-12	1	_____	1	1	1	1	1
13-14-15	2	_____	2	2	2	2	2
16-17-18	3	_____	3	3	3	3	3
19-20-21	4	_____	4	4	4	4	4
22-23-24	5	_____	5	5	5	5	5
		PREGUNTA 15b					
25-26-27	1	_____	6	6	6	6	6
28-29-30	2	_____	7	7	7	7	7
31-32-33	3	_____	8	8	8	8	8

NUNCA HE ESTADO EN E.E.U.U.. A **(SEGUIR CON PR-15e.)**

		OTROS	(51)	(53)	(55)	(57)
34-35-36	1	_____	1	1	1	1
37-38-39	2	_____	2	2	2	2
40-41-42	3	_____	3	3	3	3
43-44-45	4	_____	4	4	4	4
46-47-48	5	_____	5	5	5	5

16a. En general, qué tan interesado estaría en visitar o volver a ESTADOS UNIDOS en los próximo 5 años? Diría que está ... **(LEER)** **(CIRCULE SOLO UNO)** (58) (59)2 (79)0

V2 Muy Interesado .. 1 Algo Interesado .. 2 Nada Interesado 3

Tarjeta 6
Cuest. N (2-5)
Blancos (6-9

CANADA

Me gustaría que comparara CANADA con otros lugares del extranjero que usted haya visitado en un viaje de vacaciones y con aquellos que pudiera visitar en el futuro. Aunque algunas personas conoce menos acerca de CANADA que otras, todas tienen impresiones de lo que sería vacacionar allí.

16b. A continuación voy a leerle una lista de aspectos que pueden influir en las personas al decidir un lugar en particular como destino para sus, vacaciones. Para cada aspecto que le lea, por favor dígame si piensa usted que CANADA es... (LEA DESPACIO) mucho mejor que otros lugares de vacaciones en el extranjero en ese aspecto, un poco mejor que otras partes, igual que otros lugares, no tan bueno, o menos bueno que otros lugares, donde usted puede vacacionar. (MOSTRAR TARJETA 3)

Empezar aquí:	COMPARANDO CON OTROS LUGARES CANADA ES.. MUCHO MEJOR	MEJOR	IGUAL	NO TAN BUENO	PEOR	
( ) Variedad de cosas para ver y hacer.....	1	2	3	4	5	(10)
Restaurantes de alta calidad.....	1	2	3	4	5	(11)
Valor por su dinero de vacaciones.....	1	2	3	4	5	(12)
Hospedaje económico	1	2	3	4	5	(13)
Vida nocturna y entretenimiento (bares, clubes, baile).....	1	2	3	4	5	(14)
Paisajes Exepcionales.....	1	2	3	4	5	(15)
Compras.....	1	2	3	4	5	(16)
Standards de higiene y limpieza altos	1	2	3	4	5	(17)
Seguridad personal aún viajando solo.....	1	2	3	4	5	(18)
Esquiar en nieve (montaña abajo/campo traviesa).....	1	2	3	4	5	(19)
Playas para asolearse y nadar.....	1	2	3	4	5	(20)
Festividades locales	1	2	3	4	5	(21)
Parque de Diversiones y especializados	1	2	3	4	5	(22)
Museos y Galerias de Arte	1	2	3	4	5	(23)
( ) Gente local interesante y amable	1	2	3	4	5	(24)
Actividades al aire libre tales como explorar y escalar	1	2	3	4	5	(25)

V1

Tarjeta 6
Quest. N (2-5)
Blancos (6-9

ESTADOS UNIDOS

Me gustaría que comparara ESTADOS UNIDOS con otros lugares del extranjero que usted haya visitado en un viaje de vacaciones y con aquellos que pudiera visitar en el futuro. Aunque algunas personas conocen menos acerca de ESTADOS UNIDOS que otras, todas tienen impresiones de lo que sería vacacionar allí.

166. A continuación voy a leerle una lista de aspectos que pueden influir en las personas al decidir un lugar en particular como destino para sus vacaciones. Para cada aspecto que le lea, por favor dígame si piensa usted que ESTADOS UNIDOS es... (LEA DESPACIO) mucho mejor que otros lugares de vacaciones en el extranjero en ese aspecto, un poco mejor que otras partes, igual que otros lugares, no tan bueno, o menos bueno que otros lugares, donde usted puede vacacionar. (MOSTRAR TARJETA 3)

Empezar Aquí		COMPARADO CON OTROS LUGARES ESTADOS UNIDOS ES					
		MUCHO MEJOR	MEJOR	IGUAL	NO TAN BUENO	PEOR	
( )	Variedad de cosas para ver y hacer.....	1	2	3	4	5	(42)
	Restaurantes de alta calidad.....	1	2	3	4	5	(43)
	Valor por su dinero de vacaciones.....	1	2	3	4	5	(44)
	Hospedaje económico	1	2	3	4	5	(45)
	Vida nocturna y entretenimiento (bares, clubes, baile).....	1	2	3	4	5	(46)
	Paisajes excepcionales....	1	2	3	4	5	(47)
	Compras.....	1	2	3	4	5	(48)
	Areas montañosas.....	1	2	3	4	5	(49)
	Seguridad personal aún viajando solo.....	1	2	3	4	5	(50)
	Esquiar en nieve (montaña abajo/campo traviesa).....	1	2	3	4	5	(51)
	Restaurantes de comida rápida.....	1	2	3	4	5	(52)
	Playas para asolearse y nadar.....	1	2	3	4	5	(53)
	Casinos y Juegos de Azar..	1	2	3	4	5	(54)
	Parque de Diversiones y especializados	1	2	3	4	5	(55)
	Museos y Galerías de Arte	1	2	3	4	5	(56)
)	Gente local interesante y amable	1	2	3	4	5	(57)
	Actividades al aire libre tales como explorar y escalar	1	2	3	4	5	(58)
	Disponibilidad de paquetes vacionales que incluyan todo	1	2	3	4	5	(59)

V2

	COMPARADO CON OTROS LUGARES C A N A D A ES... MUCHO MEJOR	MEJOR	IGUAL	NO TAN BUENO	PEOR	
Transporte público (Ejem. Aerolineas, Trenes, Sistema de Transito Local)	1	2	3	4	5	(26)
Teatro y conciertos	1	2	3	4	5	(27)
Grupos culturales unicos o diferentes, tales como esquimales e indios	1	2	3	4	5	(28)
Grupos éticos únicos o diferentes tales como Chinos en Canadá o Latinos en los ESTADOS UNIDOS.....	1	2	3	4	5	(29)
Restaurantes económicos ..	1	2	3	4	5	(30)
Parques nacionales y bosques	1	2	3	4	5	(31)
Viaje económico al país de destino	1	2	3	4	5	(32)
Viaje económico dentro del país de destino	1	2	3	4	5	(33)
Pesca	1	2	3	4	5	(34)
Caza	1	2	3	4	5	(35)
Hoteles de primera clase .	1	2	3	4	5	(36)
Observar eventos deportivos	1	2	3	4	5	(37)
Edificios y lugares Históricos, arqueológicos o Militares	1	2	3	4	5	(38)
Ver la fauna y pájaros que generalmente no veo ..	1	2	3	4	5	(39)
Deportes Acuaticos tales como Surfing, Esqui Acuatico, Velear, Buceo, ...	1	2	3	4	5	(40)
El tipo de cosas que me gusta hacer en vacaciones	1	2	3	4	5	(41)

V1

(78)1

(79)0

	COMPARADO CON OTROS LUGARES ESTADOS UNIDOS ES					
	MUCHO MEJOR	MEJOR	IGUAL	NO TAN BUENO	PEOR	
Transporte público (Ejem. Aerolíneas, Trenes, Sistema de Transito Local)	1	2	3	4	5	(60)
Teatro y conciertos	1	2	3	4	5	(61)
Areas de veraneo	1	2	3	4	5	(62)
Restaurantes económicos ..	1	2	3	4	5	(63)
Grupos culturales unicos o diferentes, tales como esquimales e indios	1	2	3	4	5	(64)
Grupos culturales unicos o diferentes tales como Chinos en Canadá, Latinos en los E.E.U.U.....	1	2	3	3	5	(65)
Parques nacionales y bosques	1	2	3	4	5	(66)
Pesca	1	2	3	4	5	(67)
Caza	1	2	3	4	5	(68)
Hoteles de primera clase .	1	2	3	4	5	(69)
Edificios y lugares Historicos, arqueológicos o Militares	1	2	3	4	5	(70)
Oportunidad de incrementar el conocimiento	1	2	3	4	5	(71)
Oportundad para escapar de la rutina	1	2	3	4	5	(72)
Deportes Acuaticos tales como Surfing, Esqui Acuatico, Velear, Buceo, ...	1	2	3	4	5	(73)
Clase de cosas que me gusta hacer en vacaciones	1	2	3	4	5	(74)
Oportunidad para ser desafiante y aventurero	1	2	3	4	5	(75)

V2

(78)1

(79)0

TARJETA 7

.ESTADOS UNIDOS.

17a. Ahora me gustaría que pensara acerca de lugares en ESTADOS UNIDOS, a los que la gente podría ir en sus vacaciones. Cuáles son los 5 lugares en ESTADOS UNIDOS a donde la gente podría ir en unas vacaciones? **(ANOTAR ABAJO EN EL ORDEN MENCIONADO) (SONDEAR)** Qué otros lugares en ESTADOS UNIDOS? **(SI EL ENTREVISTADO MENCIONA NUEVA YORK, SONDEAR SI SE TRATA DE LA CIUDAD DE NUEVA YORK O EL ESTADO DE NUEVA YORK; SI MENCIONA WASHINGTON, SONDEAR SI SE TRATA DE WASHINGTON EL ESTADO O EL DISTRITO DE COLUMBIA)**

17b. Mirando este mapa de ESTADOS UNIDOS, **(ENTREGAR MAPA DE E.E.U.U.)** por favor dígame otros 3 lugares en ESTADOS UNIDOS a los que la gente podría ir en unas vacaciones? **(ENTREGUE EL MAPA Y ANOTE ABAJO EN EL ORDEN MENCIONADO) (SONDEAR)** Qué otros lugares?

17c. Qué lugares en ESTADOS UNIDOS, ha visitado usted? **(SONDEAR).** Algún otro lugar? **(ANOTE BAJO LA PREGUNTA 17c) (SI EL ENCUESTADO MENCIONA LUGARES NO LISTADOS BAJO LA PREGUNTA 17a ó 17b, ANOTE BAJO "OTROS" - SI EL ENTREVISTADO NO HA ESTADO EN ESTADOS UNIDOS, CIRCULE "A Y SIGA CON PREGUNTA 17e.**

17d. Y en qué lugares de ESTADOS UNIDOS, ha estado en los últimos 3 años, desde Noviembre de 1987 hasta el día de hoy? **(ANOTE BAJO LA PREGUNTA 17d).**

17e. Usted ha mencionado un número de lugares diferentes en ESTADOS UNIDOS **(LEA TODOS LOS LUGARES MENCIONADOS EN LAS COLUMNAS 17a, 17b Y OTROS)** Cuál de éstos lugares estaría usted más interesado en visitar ó en volver? **(ANOTE BAJO PREGUNTA 17e - MAS INTERESADO)**

- Y cuál sería su segunda elección **(ANOTE BAJO PREGUNTA 17e) - SEGUNDA ELECCION)**
- Y cuál sería su tercera elección **(ANOTE BAJO PREGUNTA 17e - TERCERA ELECCION). (RECOJA EL MAPA)**

	PREGUNTA 17a		PR-17c	.PR-17d.	. PR-17e .		
			HE ESTADO	HA ESTADO EN LOS ULTIMOS 3 AÑOS	MAS INTERESADO	SEGUNDA ELECCION	TERCER ELECCION
	PREGUNTA 17a		(49)	(50)	(52)	(54)	(56)
10-11-12	1		1	1	1	1	1
13-14-15	2		2	2	2	2	2
16-17-18	3		3	3	3	3	3
19-20-21	4		4	4	4	4	4
22-23-24	5		5	5	5	5	5
	PREGUNTA 17b						
25-26-27	1		6	6	6	6	6
28-29-30	2		7	7	7	7	7
31-32-33	3		8	8	8	8	8

NUNCA HE ESTADO EN E.E.U.U. A **SEGUIR CON PR-17F.)**

	OTROS				
		(51)	(53)	(55)	(57)
34-35-36	1	1	1	1	1
37-38-39	2	2	2	2	2
40-41-42	3	3	3	3	3
43-44-45	4	4	4	4	4
46-47-48	5	5	5	5	5

18. En general, qué tan interesado estaría en visitar o volver a ESTADOS UNIDOS en los próximos 5 años? Diría que está ... **(LEER) (CIRCULE SOLO UNO)**

(59)1
(79)0

(58)

VI Muy Interesado ... 1 Algo Interesado ... 2 Nada interesado 3

TARJETA 7

CANADA

17a. Ahora me gustaría que pensara acerca de lugares en CANADA, a los que la gente podría ir en sus vacaciones. Cuáles son los 5 lugares en CANADA a donde la gente podría ir en unas vacaciones? **(ANOTAR ABAJO EN EL ORDEN MENCIONADO)** **(SONDEAR)** Qué otros lugares en CANADA? **(SI EL ENTREVESTIDO MENCIONA QUEBEC, SONDEAR SI SE TRATA DE LA PROVINCIA DE QUEBEC O LA CIUDAD DE QUEBEC)**

17b. Mirando este mapa de CANADA, **(ENTREGAR MAPA DE CANADA)** por favor dígame otros 3 lugares en CANADA a los que la gente podría ir en unas vacaciones? **(ENTREGUE EL MAPA Y ANOTE ABAJO EN EL ORDEN MENCIONADO)** **(SONDEAR)** Qué otros lugares?

17c. Qué lugares en CANADA, ha visitado usted? **(SONDEAR)**. Algún otro lugar? **(ANOTE BAJO LA PREGUNTA 17c)** **(SI EL ENCUESTADO MENCIONA LUGARES NO LISTADOS BAJO LA PREGUNTA 17a ó 17b, ANOTE BAJO "OTROS" - SI EL ENTREVISTADO NO HA ESTADO EN CANADA, CIRCULE "A" Y SIGA CON PREGUNTA 17f.**

17d. Y en qué lugares de Canadá, ha estado en los últimos 3 años, desde Noviembre de 1987 hasta el día de hoy? **(ANOTE BAJO LA PREGUNTA 17d).**

17e. Qué cosa de CANADA lo haría recomendarlo a alguien más, como destino de vacaciones? (6)

_____ (7)

_____ (8)

_____ (9)

17f. Usted ha mencionado un número de lugares diferente en CANADA **(LEA TODOS LOS LUGARES MENCIONADOS EN LAS COLUMNAS 17a, 17b Y OTROS)** Cuál de éstos lugares estaría usted más interesado en visitar ó en volver? **(ANOTE BAJO PREGUNTA 17f - MAS INTERESADO)**

- Y cuál sería su segunda elección **(ANOTE BAJO PREGUNTA 17f) - SEGUNDA ELECCION)**

- Y cuál sería su tercera elección **(ANOTE BAJO PREGUNTA 17f - TERCERA ELECCION). (RECOJA EL MAPA)**

		PREGUNTA 17a	PR-17c	PR-17d	PR-17f		
		PREGUNTA 17a	HE ESTADO (49)	HA ESTADO EN LOS ULTIMOS 3 AÑOS (50)	MAS INTERESADO (52)	SEGUNDA ELECCION (54)	TERCER ELECCION (56)
10-11-12	1	_____	1	1	1	1	1
13-14-15	2	_____	2	2	2	2	2
16-17-18	3	_____	3	3	3	3	3
19-20-21	4	_____	4	4	4	4	4
22-23-24	5	_____	5	5	5	5	5
		PREGUNTA 17b					
25-26-27	1	_____	6	6	6	6	6
28-29-30	2	_____	7	7	7	7	7
31-32-33	3	_____	8	8	8	8	8

NUNCA HE ESTADO EN CANADA A
SIGA CON PREGUNTA 17f

		OTROS (51)	(51)	(53)	(55)	(57)
34-35-36	1	_____	1	1	1	1
37-38-39	2	_____	2	2	2	2
40-41-42	3	_____	3	3	3	3
43-44-45	4	_____	4	4	4	4
46-47-48	5	_____	5	5	5	5

18 En general, qué tan interesado estaría en visitar o volver a CANADA en los próximos 5 años? Diría que está ... **(LEER)** (59)?
(79)0

(58)

V2 Muy Interesado ... 1 Algo Interesado ... 2 Nada interesado 3

TARJETA B

19a. Cuál(es) de estos periódicos ó diarios lee u hojea regularmente, es decir por lo menos 3 de cada 6 ediciones? **ENTREGUE LA TARJETA "D" CIRCULE TANTOS COMO SEA NECESARIO)**

	(10)		(11)
Diario de Caracas	1	Diario de La Nación ...	1
2001	2	El Carabobeño	2
Meridiano	3		
El Mundo	4	Noti-Tarde	3
El Nacional	5	El Informador	4
Ultimas Noticias	6		
El Universal	7	El Imparcial	5
Crítica	8	El Nuevo País	6
El Impulso	9		
Panorama	0	Diario de Oriente	7
El Siglo	A	The Daily Journal	8
El Aragueño	B	Otros periódicos: _____ (ESPECIFICAR)	

19b. Cuál(es) de estos suplementos semanales, lee u hojea regularmente, es decir, 2 de cada 4 ediciones? **ENTREGUE LA TARJETA "E" CIRCULE TANTOS COMO SEA NECESARIO.**

	(12)
Magazine	1
Fascinación	2
Meridianito	3
Síntesis	4
Feriado	5
Dominical	6
Estampas	7
Pitoquito	8
Flash	9
Pandora	0
No lee suplementos ..	A
Otros: _____ (ESPECIFICAR)	(13)

19c. Cuál(es) de estas revistas semanales, lée o revisa regularmente, es decir, 2 de cada 4 ediciones? **ENTREGUE LA TARJETA "F" CIRCULE TANTOS COMO SEA NECESARIO.**

	(14)
Elite	1
Venezuela Gráfica ...	2
Hola	3
Indiscreta	4
Dinero	5
Fama	6
Bohemia	7
No lee revistas	8
Otras: _____	(15)

20. Cuál de estas revistas lee u hojea regularmente, es decir 2 de cada 4 ediciones? *ENTREGUE TARJETA "C" CIRCULE TANTOS COMO SEA NECESARIO

(16)

Buen Hogar	1
Kena	2
Páginas	3
Resumen	4
Ronda	5
Vanidades	6
Venezuela Farandula.	7
Magazine en Español.	8
Mujer de Hoy	9
Gerente	0
Mía	A
Geomundo	B

(17)

Ideas	1
Momento	2
Mecánica Popular ...	3
Selecciones	4
Tú	5
Variedades	6
Burda	7

(18)

Auténtico	1
Bella	2
Newsweek	3
Coqueta	4
Hombre de Mundo.....	5
Cosmopolitan	6
Etiqueta	7
Automotriz	8
Muy interesante	9
Exceso	0
Mundo 21	A
Producto	B

(19)

Time	1
Zeta	2
Número	3
Visión	4
Vogue	5
No lee revistas	6
Otros: _____ (ESPECIFICAR)	

En este momento probablemente usted ya se habrá dado cuenta que esta investigación es conducida voluntariamente en favor del Gobierno de CANADA y ESTADOS UNIDOS

Para que podamos usar sus repuestas me gustaría hacerle algunas preguntas que serán usadas solamente para propósitos estadísticos. Queremos asegurarle que sus respuestas se mantendrán confidencialmente de 2 maneras: Primeramente ningún nombre o identificación personal será registrado, y en segundo lugar, sus respuestas serán combinadas con aquellas de otros participantes en la encuesta, antes de ser entregadas a los patrocinadores.

AHORA TENGO QUE HACERLE ALGUNAS PREGUNTAS PARA FINES ESTADISTICOS DE CLASIFICACION SOCIOECONOMICA.

21. Tiene usted familiares cercanos viviendo en... (PAIS) ahora? (CIRCULE UNO POR PAIS)

	SI	NO	
Canadá	1	2	(23)
Estados Unidos	1	2	(24)

22a. Pensando en todos los miembros de su hogar. Cuántos de ellos son menores de 18 años? (CIRCULE SOLAMENTE UNO)

0 1 2 3 4 5 6 ó más (25)

22b. Incluyéndose usted. Cuántos tienen 18 años o más (CIRCULE UNO SOLAMENTE)

1 2 3 4 5 6 ó más (26)

22c. Son todos los miembros de su hogar familiares, o no?

(27)

Si	1
No	2
Hogar de un solo miembro.	3

22d. Cuál es su estado civil? (CIRCULE UNO SOLAMENTE)

(28)

Soltero	1	**PASE A P-22f**
Casado	2	
Viviendo Juntos.....	3	
Divorciados/Separados ...	4	**PASE A P-22F.**

22e. Su pareja trabaja fuera de la casa?

(29)

Tiempo Completo	1
Medio Tiempo	2
No trabaja.....	3

22f. Cual es su edad? (ANOTE EL NUMERO)

__(30)__(31)__ Años

22g. Cuál es su ocupación , es decir, que clase de trabajo hace? **(ESCRIBA)**

(32)

_____

_____

22h. Cuál es el nivel más alto de educación que ha completado?

(33)

Algo de Primaria/Primaria completa.....	1
Algo de Secundaria/Secundaria completa ...	2
Algo de Técnica Comercial/Técnica Comercial completa	3
Algo de Universidad/Universidad completa ...	4

22i. Es usted el que mas ingresos aporta al hogar?

(34)

Si	1
No	2

22j. Mirando esta tarjeta (MOSTRAR TARJETA DE INGRESOS) en donde se ubicarían sus ingresos familiares al mes. Dígame solo la letra?

INGRESOS FAMILIARES AL MES	(36)
K) MENOS DE 20.000,00 BS.	1
J) 20.001 - 40.000,00 BS.	2
X) 40.001 - 60.000,00 BS.	3
M) 60.001 - 100.000,00 BS.	4
Q) 100.001 -150.000,00 BS.	5
H) 150.001 -200.000,00 BS.	6
B) MAS de 200.000,00 BS.	7

22k. Puede leer, escribir o hablar **FRANCES Y/O INGLES** ó no? **(CIRCULE TANTOS COMO SEA NECESARIO)**

	FRANCES (37)	INGLES (38)
Leer	1	1
Escribir	2	2
Hablar	3	3
Ninguno de Estos	4	4

221. Anote el Sexo?

	(39)	(40) (41)
Masculino	1	
Femenino	2	

23a. Ahora para finalizar, quisiera hacerle algunas preguntas, acerca de **otros miembros de la familia**, que vivan en este hogar y que hayan tomado un viaje en los últimos 3 años o podrían tomar un viaje en los próximos 2 años?

Primeramente, dígame por favor, la edad y el sexo de cada uno de los miembros de este hogar, mayores de 18 años excluyéndose usted.

23b. Hasta donde llegan sus conocimientos, en los últimos 3 años, ha (sexo), de (edad) tomado un viaje como el que se describe en este tarjeta (MOSTRAR MAPA) (CIRCULAR POR CADA ADULTO).

23c. Pensando en los viajes que estas personas podrían tomar en los próximos 2 años, cuán probable es que (sexo), de (edad) haga un viaje, como el descrito en esta tarjeta (MOSTRAR MAPA) en los próximos 2 años. Diría usted que... definitivamente hará tal viaje, muy probablemente hará tal viaje, es algo probable que lo hará, puede que lo haga o puede que no o, definitivamente no hará tal viaje?

Edad	PREG-23a Sexo Hombre	Mujer	PREG-23b Ultimos 3 años Sí	No	PREG-23c. Definitivamente sí	Muy probablemente sí	Algo probable	Puede que sí pueda que no	Definitivamente no	No Sabe	
(48) (49) [ ][ ]	(50) 1	2	(51) 1	2	1	2	3	4	5	6	(52)
(53) (54) [ ][ ]	(55) 1	2	(56) 1	2	1	2	3	4	5	6	(57)
(58) (59) [ ][ ]	(60) 1	2	(61) 1	2	1	2	3	4	5	6	(62)
(63) (64) [ ][ ]	(65) 1	2	(66) 1	2	1	2	3	4	5	6	(67)
(68) (69) [ ][ ]	(70) 1	2	(71) 1	2	1	2	3	4	5	6	(72)
(73) (74) [ ][ ]	(75) 1	2	(76) 1	2	1	2	3	4	5	6	(77)

Nota:

El número de personas en pregunta 23a, debe ser menor al número de personas en pregunta 22b.

(79)0

CLASE SOCIAL	(40)
A/B	1
C	2
D	3
E	4

CIUDAD	(41)
Caracas	1
Maracaibo	2
Maracay	3
Valencia	4
Barquisiemto	5
Pto. La Cruz/Barcelona	6
San Cristóbal	7

NOMBRE: _____ TELF. _____

DIRECCION: _____

AVENIDA/CALLE/CALLEJON: _____

EDIFICIO/CASA/QUINTA No. _____

URBANIZACION/BARRIO: _____

ENTREVISTADOR: _____ FECHA: _____

SUPERVISOR: _____ FECHA: _____

CON QUIEN HABLO EL SUPERVISOR: _____

Hago constar y me responsabilizo que la presente entrevista fué hecha personalmente en la dirección indicada y con la persona indicada en la clasificación, y que las respuestas son exactamente las dadas por el entrevistado.

NOMBRE ENTREVISTADOR	FIRMA SUPERVISOR	FIRMA ENTREVISTADOR

- POR AVION.
- COMPLETAMENTE O EN PARTE DE VACACIONES O PLACER.
- POR 4 NOCHES O MAS.
- ALGUN LUGAR FUERA DE LOS PAISES DE ESTE MAPA.

T A R J E T A "A"

ESTADOS UNIDOS (Incluyendo Alaska, Excluyendo a Hawaii)

CANADA

MEXICO

AMERICA DEL SUR

ANTILLAS /CARIBE

EUROPA

CERCANO/MEDIO ORIENTE (Incluyendo Arabia Saudita, Israel Etc.)

AFRICA

ASIA (Incluyendo India, Japón, China, Indonesia, Filipinas, Etc.)

HAWAII, GUAM O SAMOA

OTROS PAISES DEL PACIFICO DEL SUR

AUTRALIA/NUEVA ZELANDIA

T A R J E T A "B"

Visita a amigos o familiares es un viaje cuyo propósito principal es visitar y estar algún tiempo con amigos o familiares.

Viaje de Turismo es un viaje en carro, autobus o tren a través de áreas de bellos paisajes, de interés general o cultural.

Un viaje a la ciudad es un viaje a una ciudad donde usted puede hacer compras, visitar museos, disfrutar de entretenimiento cenar, asistir a conciertos, o simplemente recorrer o disfrutar de la ciudad.

Un viaje a un lugar al aire libre es un viaje a un lugar natural, donde usted toma parte en actividades tales como acampar, cazar, pescar, escalar o cansismo.

Un viaje de vacaciones de verano es un viaje a un lugar donde una variedad de actividades tales como playas, Sky, golf, tenis, etc. están disponibles cerca o en el sitio de veraneo.

Un viaje a una exhibición, evento especial, parque de diversiones es un viaje realizado principalmente con el propósito de visitar un parque de diversiones o atracciones, una exhibición o un evento especial tal como una copa mundial. Una exposición o los juegos olímpicos.

Un crucero es un viaje en barco donde usted disfruta de todas las actividades del barco y de los puntos donde se planificaron paradas durante el viaje.

Un viaje que combinó negocios y placer es un viaje cuyo propósito principal es algún negocio pero usted tomó algún tiempo para disfrutar.

T A R J E T A "C"

AVION

TREN

AUTOBUS ENTRE CIUDADES

TRANSPORTE PUBLICO DENTRO DE LAS CIUDADES (Autobus, Metro, Tranvía. Excluyendo Taxis)

BARCO

AUTO RENTADO

AUTO PRIVADO

CAMPER O VEHICULO DE RECREO (Motor Home)

OTROS

INGRESOS FAMILIARES AL MES

K) MENOS DE 20.000,00 BS.

J) 20.001 - 40.000,00 BS.

X) 40.001 - 60.000,00 BS.

M) 60.001 - 100.000,00 BS.

Q) 100.001 -150.000,00 BS.

H) 150.001 -200.000,00 BS.

B) MAS de 200.000,00 BS.

APPENDIX III

DEFINITION OF U.S. 11 CENSUS DIVISIONS

AND 8 TRAVEL REGIONS

11 CENSUS DIVISIONS

West North Central
Iowa
Kansas
Minnesota
Missouri
Nebraska
North Dakota
South Dakota

East South Central
Alabama
Kentucky
Mississippi
Tennessee

New England
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

Middle Atlantic
New Jersey
New York
Pennsylvania

East North Central
Illinois
Indiana
Michigan
Ohio
Wisconsin

South Atlantic
Delaware
Washington, D.C.
Florida
Georgia
Maryland
North Carolina
South Carolina
Virginia
West Virginia

West South Central
Arkansas
Louisiana
Oklahoma
Texas

Mountain
Arizona
Colorado
Idaho
Montana
Nevada
New Mexico
Utah
Wyoming

Pacific
Alaska
California
Oregon
Washington

Pacific Islands
Guam
Hawaii
U.S. Trust Territories

Atlantic Islands
Puerto Rico
U.S. Virgin Islands

8 TRAVEL REGIONS

Travel South
Alabama
Arkansas
Florida
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee
Virginia

Visit U.S. West
Alaska
Arizona
California
Nevada
Oregon
Washington

New England
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

Old West Trail Foundation
Montana
Nebraska
North Dakota
South Dakota
Wyoming

America's Heartland
Arkansas
Kansas
Louisiana
Missouri
Oklahoma
Texas

Foremost West
Arizona
Colorado
New Mexico
Utah
Wyoming

George Washington Country
Delaware
Maryland
Pennsylvania
Virginia
Washington, D.C.
West Virginia

Great Lakes
Illinois
Indiana
Iowa
Michigan
Minnesota
Ohio
Wisconsin

APPENDIX IV

95% STATISTICAL CONFIDENCE LEVELS

STATISTICAL TOLERANCES

Maximum error ranges
for the 95% level of confidence (two standard errors)

Size of sample	EXPECTED OR OBSERVED PER CENT															
	1% or 99%	2% or 98%	3% or 97%	4% or 96%	5% or 95%	6% or 94%	8% or 92%	10% or 90%	12% or 88%	15% or 85%	20% or 80%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	45% or 55%	50%
50				5.6	6.3	6.9	7.8	8.6	9.3	10.2	11.5	12.5	13.2	13.6	14.1	14.2	14.4
100				3.9	4.4	4.8	5.4	6.0	6.5	7.1	8.0	8.7	9.2	9.5	9.8	9.9	10.0
150			2.8	3.2	3.6	3.9	4.4	4.9	5.3	5.9	6.6	7.1	7.5	7.8	8.0	8.1	8.2
200			2.4	2.8	3.1	3.4	3.8	4.3	4.6	5.1	5.7	6.1	6.5	6.3	7.0	7.0	7.1
250		1.8	2.2	2.5	2.7	3.0	3.4	3.8	4.1	4.5	5.0	5.5	5.8	6.0	6.2	6.2	6.3
300		1.6	2.0	2.3	2.5	2.8	3.1	3.5	3.8	4.1	4.6	5.0	5.3	5.5	5.7	5.8	5.8
400	.99	1.4	1.7	2.0	2.2	2.4	2.7	3.0	3.3	3.6	4.0	4.3	4.6	4.8	4.9	5.0	5.0
500	.89	1.3	1.5	1.8	2.0	2.1	2.4	2.7	2.9	3.2	3.6	3.9	4.1	4.3	4.4	4.5	4.5
600	.81	1.1	1.4	1.6	1.8	2.0	2.2	2.5	2.7	2.9	3.3	3.6	3.8	3.9	4.0	4.1	4.1
800	.69	.98	1.2	1.4	1.5	1.7	1.9	2.1	2.3	2.5	2.8	3.0	3.2	3.3	3.4	3.5	3.5
1,000	.63	.90	1.1	1.3	1.4	1.5	1.7	1.9	2.1	2.3	2.6	2.8	2.9	3.1	3.1	3.2	3.2
1,500	.51	.72	.88	1.0	1.1	1.2	1.4	1.5	1.7	1.8	2.1	2.2	2.4	2.5	2.5	2.6	2.6

Given chance variability of measurement, this table indicates the range of values within which the "true" value of an observed percentage is likely to be found. For instance, given an observed value of 70%, based on a sample size of 250, the "true" value is likely to be in the range of ± 5.8% (i.e. 75.8%-64.2%) 19 out of 20 times.

APPENDIX V

HOW TO INTERPRET A DISCRIMINANT MAP

Note: In the following description of how to interpret a discriminant map, Exhibit 54 in this report will be used as an example to illustrate some of the points discussed.

The purpose of this discriminant map is to provide a visual summary of the ways in which the segment groups differ from each other. It identifies the extent to which specific attributes differentiate or discriminate the segment groups.

On the map, attributes appear as lines radiating from the center of the map, whereas segment groups appear as points on the map.

The positions of the groups on the map reflect the differences among them. Basically, groups which are closer together on a discriminant map are more similar to each other than groups which are further apart.

The length and direction of the lines representing the attributes are also an important consideration.

The length of a line is directly proportional to the "discriminating power" of the attribute in question. For example, the attribute "prefer others to do organizing" is represented by a relatively long line because the variation in the ratings of the segment groups on this attribute were quite large. On the other hand, the attribute "like prearranged travel" is represented by a relatively short line because there was much less variation in the segment group ratings on this attribute.

The direction of the line relative to other lines reflects the degree of association between the attributes in question. For example, the attributes "prefer others to do organizing" and "travel arrangements are such a bother" point in the same direction. Therefore, travelers who prefer others to make their travel plans for them do not like making plans themselves.

Attributes pointing in opposite directions to each other are also highly correlated, except in a negative sense. Attributes which appear at right angles to each other are uncorrelated.

To determine the relative importance of the attributes to each of the groups, the positions of the groups relative to the attribute lines are considered. For example, consider an imaginary line on the left side of the map which is perpendicular to the attribute "usually buy vacation packages". By sweeping this perpendicular to the right through the map (always maintaining its perpendicular orientation) the line initially encounters the point representing the Affirmed Package group. Continuing this sweep it next encounters the Guarded Package group and then the Independent group followed lastly by the Reluctant group.

The order in which the groups are encountered is important because it gives the rank order of the mean ratings of each group on that particular attribute. With the attribute "usually buy vacation packages" it is apparent that package travelers would rate this as more important than independent travelers.

When interpreting a discriminant map it should be remembered that the map is only a summary, and it therefore does not represent all the information present in the data.

APPENDIX VI

MAP OF VENEZUELA

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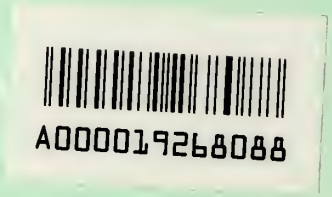
- BY PLANE

- ENTIRELY OR IN PART FOR VACATION OR PLEASURE

- FOR 4 NIGHTS OR MORE

- TO SOMEWHERE OUTSIDE THE COUNTRIES ON THIS MAP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